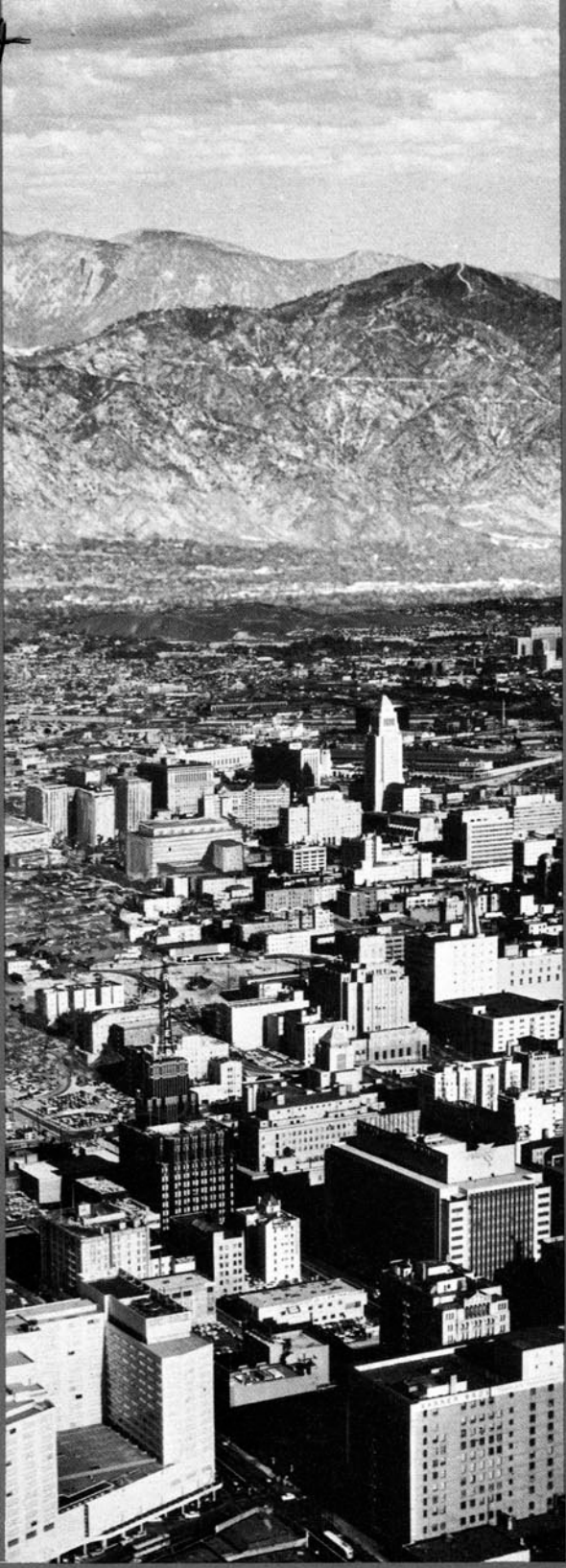


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LOS ANGELES



# CENTROPOLIS

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THE PLAN FOR **CENTRAL CITY** LOS ANGELES



LOS ANGELES CENTRAL CITY COMMITTEE  
LOS ANGELES CITY PLANNING DEPARTMENT



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Los Angeles  
Central City Committee  
417 SOUTH HILL STREET — SUITE 743  
LOS ANGELES, CALIFORNIA 90013  
MADISON 4-1213

November 23, 1964

THE HONORABLE SAMUEL WM. YORTY  
MAYOR OF THE CITY OF LOS ANGELES

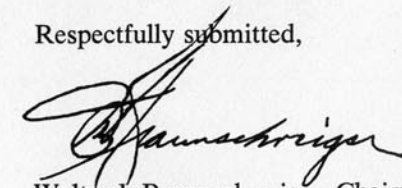
The Los Angeles Central City Committee takes pleasure in submitting its proposed Master Plan for the physical development of the heart of Los Angeles.

This plan, like the previous Centropolis studies,\* exemplifies a high degree of cooperation between private and public interests. The City Planning Department, and its directors, are to be congratulated for their roles in planning the re-birth of Central City.

The first Centropolis study, the joint economic report of 1960, revealed that the Southern California Region, the Los Angeles Metropolitan Area and the City of Los Angeles were already at the threshold of a period bringing unrivaled growth and prosperity. As the heart and nerve center of this dynamic and wealthy region, Central City is undergoing a renaissance. The revelation is being fulfilled. Self-assured investors have demonstrated their confidence. During the past six years, they have poured more than \$600 million into new construction and remodeling of buildings in the Central City area.

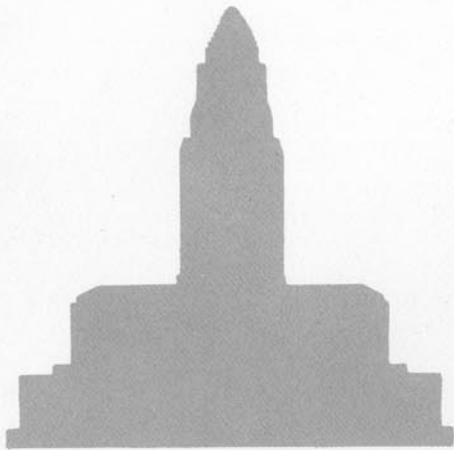
We are confident that the realization of the Central City Master Plan will not only assure the continuing growth and development of the City of Los Angeles, but will also accelerate that growth. We, of the Central City Committee, greatly appreciate your continuing support and encouragement.

Respectfully submitted,

  
Walter J. Braunschweiger, Chairman  
Central City Committee

\*Centropolis 1 — Economic Survey, December 1960.  
Centropolis 2 — General Development Plan, January 1962.  
Centropolis 3 — Transportation Study, January 1963.





## CITY OF LOS ANGELES

SAMUEL WM. YORTY, MAYOR

### CITY COUNCIL

L. E. TIMBERLAKE,  
PRESIDENT

ERNANI BERNARDI

THOMAS BRADLEY

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EXECUTIVE OFFICER

RICHARD W. ROETHER,  
PRINCIPAL CITY PLANNER  
ADVANCE PLANNING DIVISION

REUBEN LOVRET  
CITY PLANNER

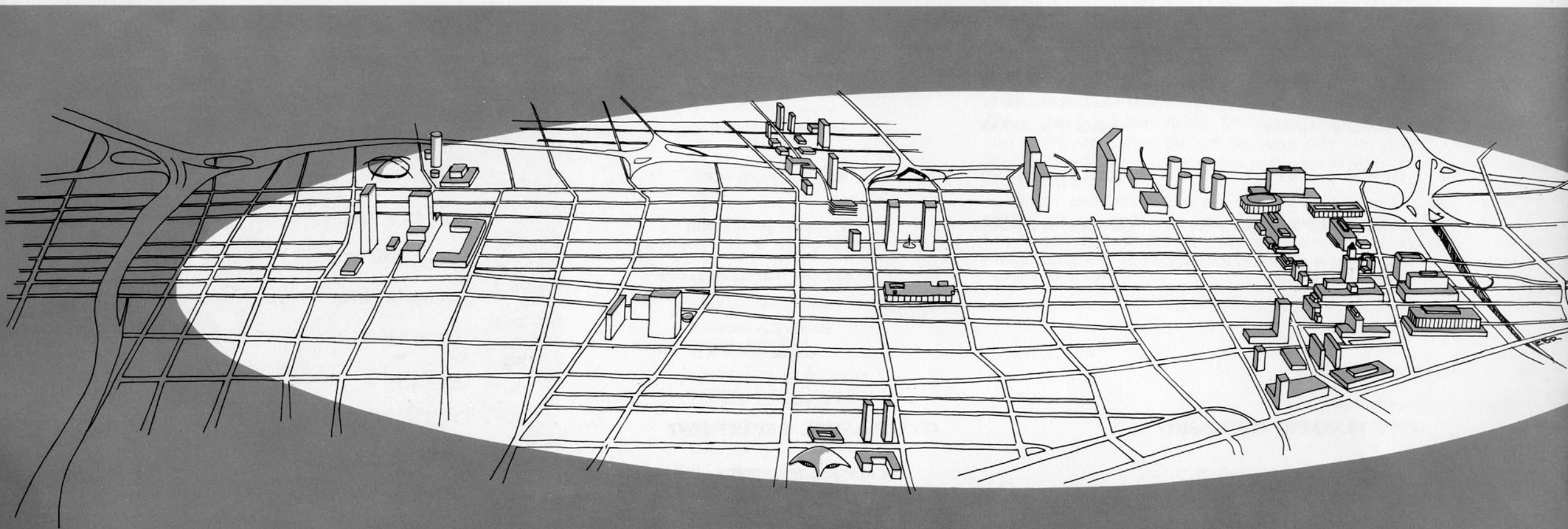
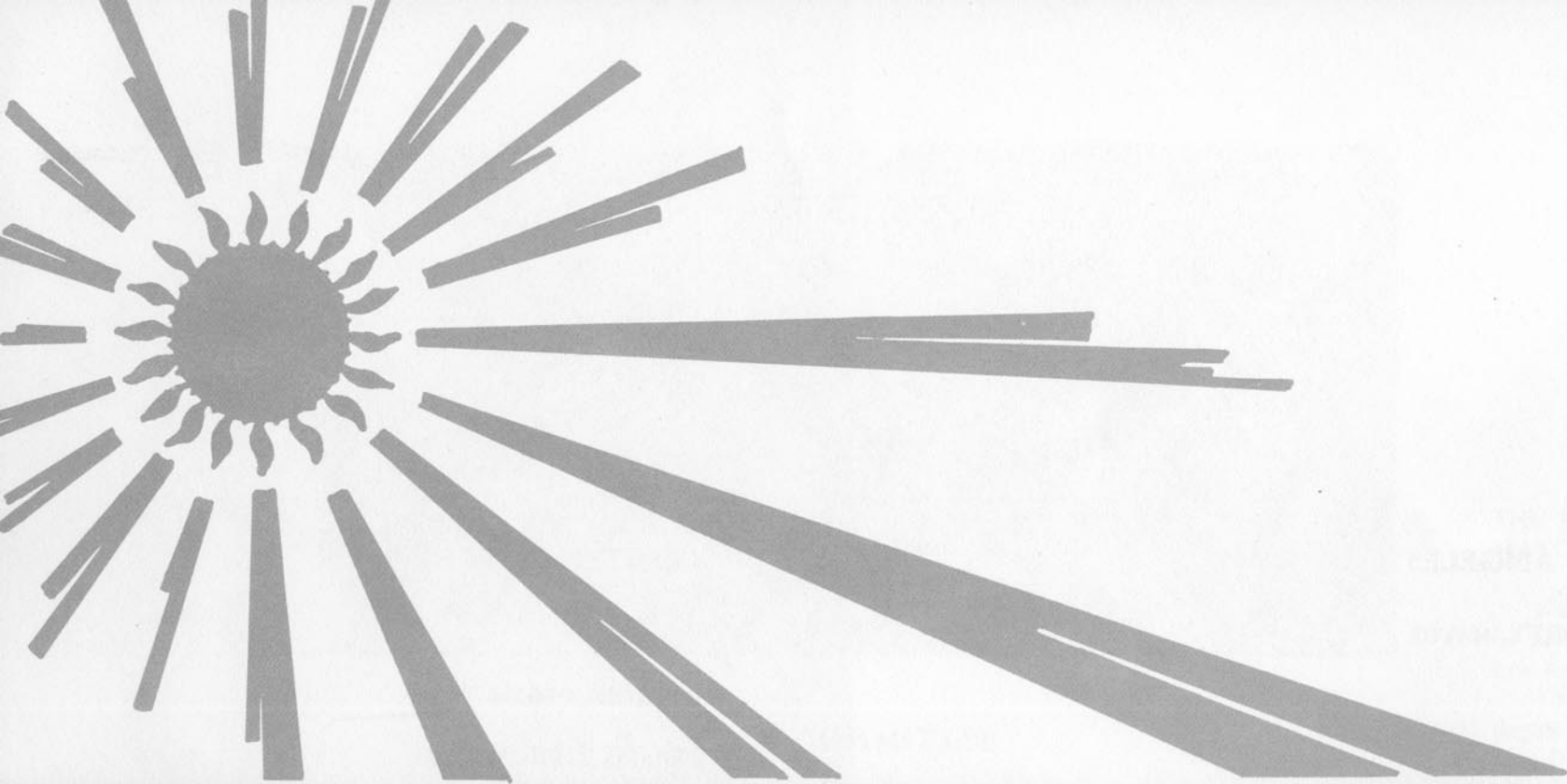
*\*JOHN E. ROBERTS, DIRECTOR  
FROM JAN. 1955 TO MAR. 1964*

*\*FRANK P. LOMBARDI, INTERIM DIRECTOR  
FROM APR. 1964 TO NOV. 1964*

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# Introduction

Southern California accounted for one-sixth of the entire Nation's home-building activity in 1963. Illustrative of this tremendous growth is the fact that more dwelling units were built in the Los Angeles Metropolitan Area than in any state of the Nation, except California itself. Complementing this dynamic urban development is the resurgence of its focal center, Central City Los Angeles.

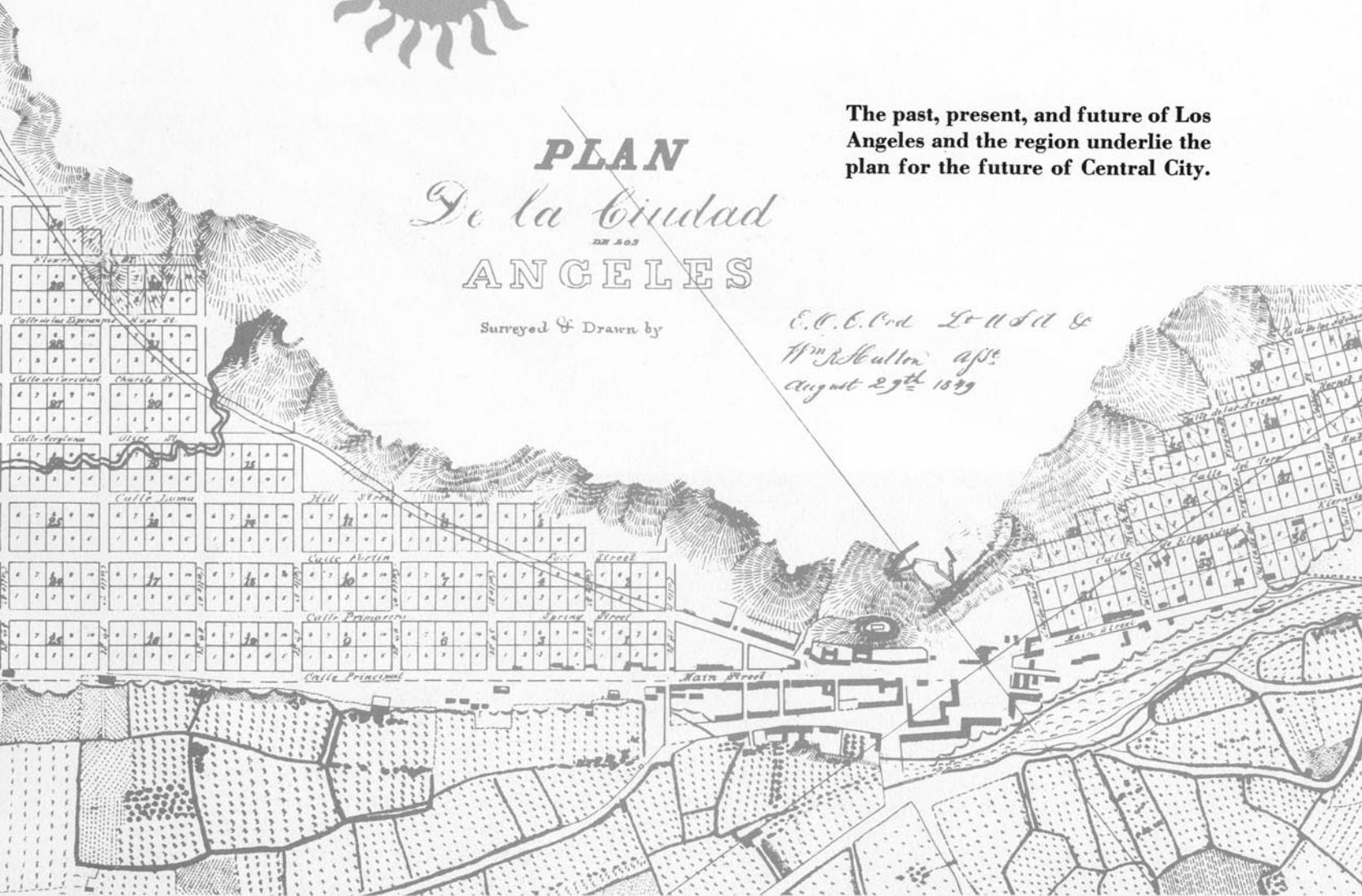
Central City is going through a multi-form change, becoming an interrelated net of administrative, executive, and cultural centers—nuclei of entirely new developments designed to serve the far-flung metropolitan complexes of the Western United States and the Pacific Basin. The accelerating tempo of the Southern California economy compels business and industrial leaders to make daily decisions determining the location for millions of dollars of capital investment in regional headquarters. The alternatives are clear. Either a major portion of these investments go into a highly integrated Central City or they will be dispersed throughout the region and probably suffer from relative isolation.

Central City remains the principal place for doing business. It is the historical, geographical, and transportation center for Southern California. But it is more than that. It alone is the prime location for person to person contact and for the most varied concentration of: goods; skills and services; business and industrial management, as well as cultural association. These are important assets of Central City. In the final analysis, however, decisions to locate in Central City will depend equally on the attractiveness of its total environment and the efficiency of the basic physical facilities offered.

This plan, prepared jointly by the Central City Committee and the City Planning Department, is a broad, flexible design for the enrichment of the quality and efficiency of the Central City environment. It will be responsive to changing conditions and it should also provide a stimulus to the imagination for both private and public initiative during the dynamic years ahead.



# PERSPECTIVE IN TIME



The past, present, and future of Los Angeles and the region underlie the plan for the future of Central City.

The treaty of 1847 ended the Mexican War in California. Cession of California to the United States took place the following year. The Gold Rush of 1848 centered in the north, but it filled the pockets of Southern California's rancheros and turned Los Angeles into a boom town. People followed money and opportunities and El Pueblo de Los Angeles soon found that a map was badly needed in order to sell some of the unappropriated four square leagues of land to the waiting purchasers.

Lieutenant Ord of the U. S. Army was assigned to the task. Ord mapped the heart of the Pueblo in August of 1849. His "Plan of the City of Los Angeles" covered much of present day Central City, the streets given both English and Spanish names: *Calle Principal* – Main Street; *Calle Primavera* – Spring Street; *Calle Fortin* – Fort Street (now Broadway); *Calle Loma* – Hill Street, etc.



OLVERA STREET

**POPULATION**  
**1860**  
**LOS ANGELES\***  
  
11,333  
0.03% of U.S.

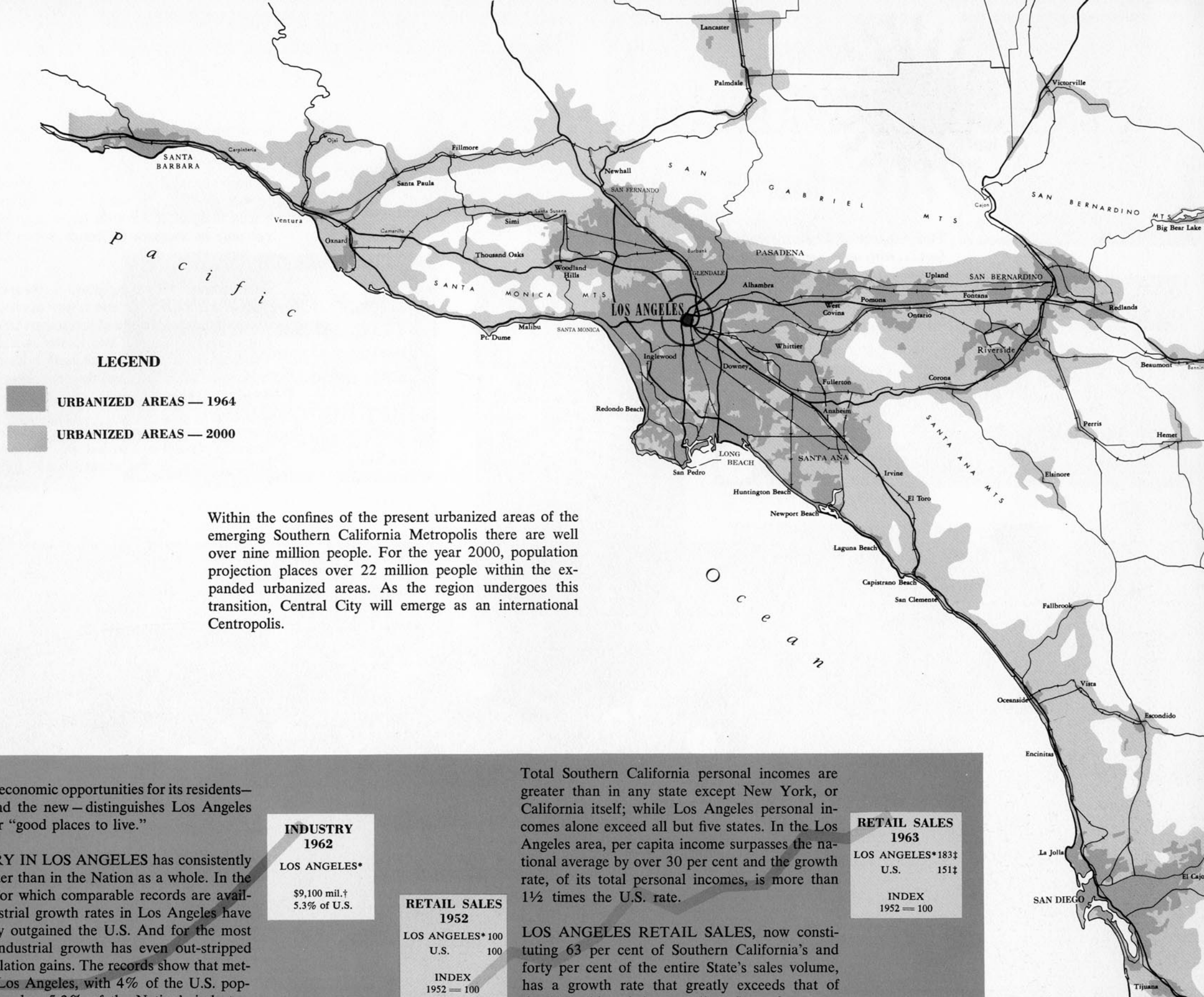
The population growth rate has always been a major element in the Los Angeles economy. It is well-known that Los Angeles has had great success in attracting newcomers in large numbers, but it has also proved its capacity to absorb the influx and to expand its economic base to sustain growth over the years.

LOS ANGELES has never suffered from periods of population reversal or stagnation, and in 100 years of official Census records, it has never failed to out-gain the Nation as a whole.

**POPULATION**  
**1963**  
**LOS ANGELES\***  
  
7.5 mil.  
3.96% of U.S.

\*Los Angeles-Long Beach Standard Metropolitan Area





# LEGEND

- URBANIZED AREAS — 1964
- URBANIZED AREAS — 2000

Within the confines of the present urbanized areas of the emerging Southern California Metropolis there are well over nine million people. For the year 2000, population projection places over 22 million people within the expanded urbanized areas. As the region undergoes this transition, Central City will emerge as an international Centropolis.

Providing economic opportunities for its residents—the old and the new—distinguishes Los Angeles from other “good places to live.”

INDUSTRY IN LOS ANGELES has consistently grown faster than in the Nation as a whole. In the 43 years for which comparable records are available, industrial growth rates in Los Angeles have continually outgained the U.S. And for the most part, its industrial growth has even out-stripped local population gains. The records show that metropolitan Los Angeles, with 4% of the U.S. population, now has 5.3% of the Nation’s industry.

## INDUSTRY 1919

LOS ANGELES\*

\$184 mil.†  
0.8% of U.S.

## INDUSTRY 1962

LOS ANGELES\*

\$9,100 mil.†  
5.3% of U.S.

## RETAIL SALES 1952

LOS ANGELES\* 100  
U.S. 100

INDEX  
1952 = 100

Total Southern California personal incomes are greater than in any state except New York, or California itself; while Los Angeles personal incomes alone exceed all but five states. In the Los Angeles area, per capita income surpasses the national average by over 30 per cent and the growth rate, of its total personal incomes, is more than 1½ times the U.S. rate.

LOS ANGELES RETAIL SALES, now constituting 63 per cent of Southern California’s and forty per cent of the entire State’s sales volume, has a growth rate that greatly exceeds that of the U.S. although it generally reflects short term changes in the Nation’s business.

## RETAIL SALES 1963

LOS ANGELES\* 183‡  
U.S. 151‡

INDEX  
1952 = 100

\*Los Angeles-Long Beach Standard Metropolitan Area

†Value added by manufacture

‡Computed from Sales Management, 1964 Survey of Buying Power

# CENTRAL CITY RENAISSANCE

**The re-birth of Central City is actual fact...witness a sampling of current construction activity.**

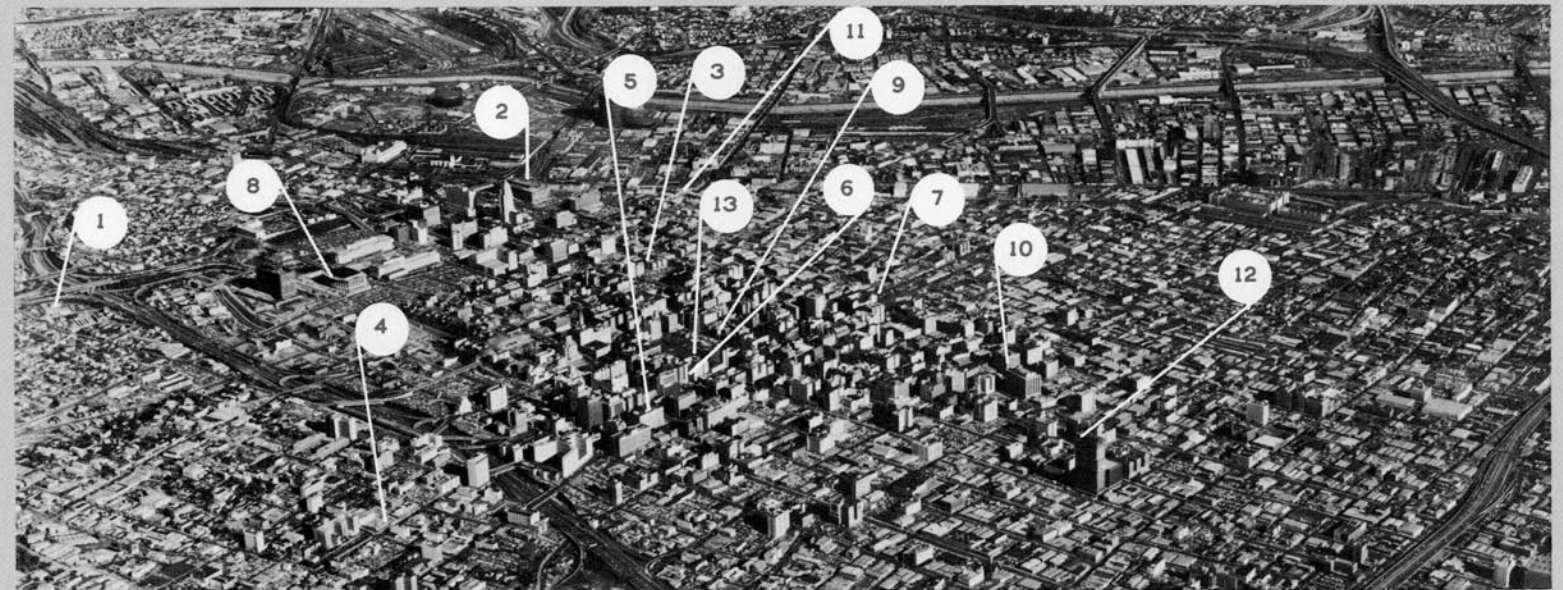
There is a mutuality of growth between the dynamic urban development of the Southern California Metropolis and the changing character of Central City, its focal center.

Dramatically and visually, the most dominant change has been the birth and growth of many headquarters offices on a scale designed to serve the far-flung corporate operations not only in Southern California but in the entire eleven western states as well.

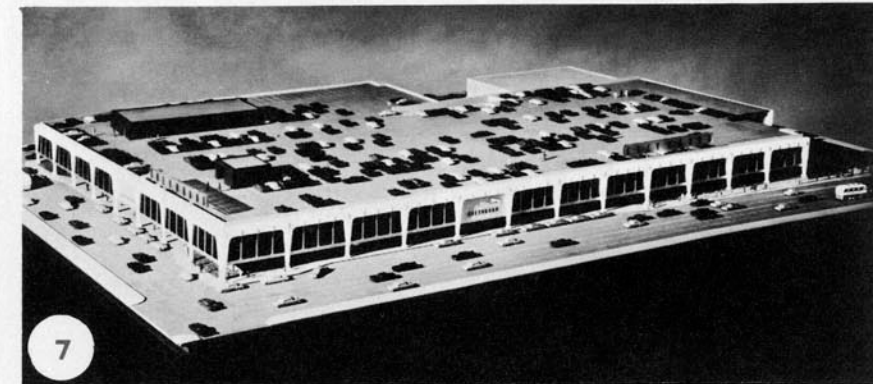
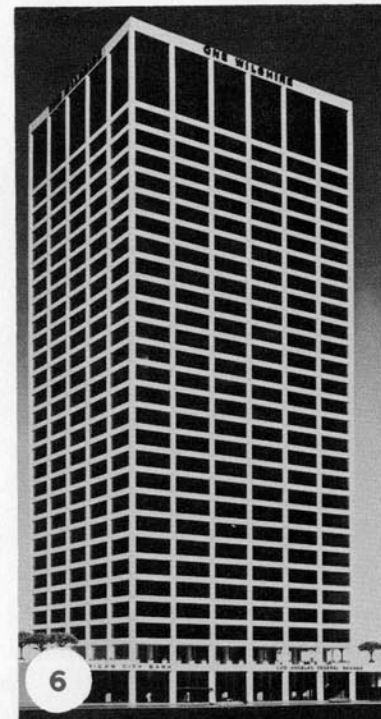
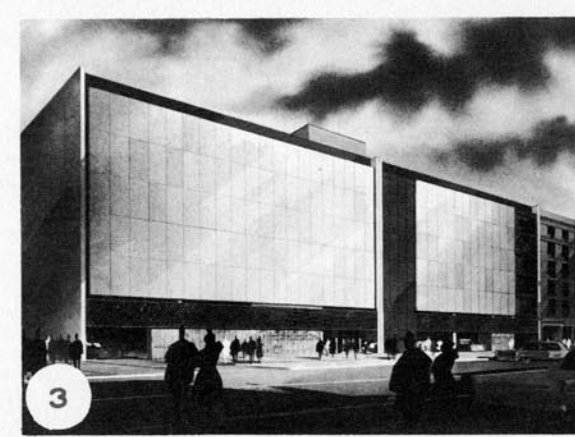
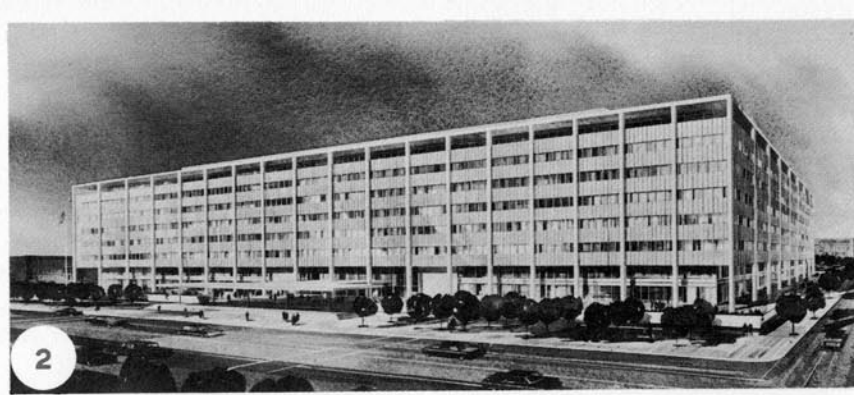
Other changes are taking place. Supplementing the larger office centers and high rise luxury housing are the many smaller office buildings and apartments being built in Central City. The largest Civic Center in the United States, excepting the Nation's capital itself, is nearing completion. New cultural facilities and the developing cosmopolis will delight the epicure.

These new and varied developments are not compacted within one small section but are well distributed thereby creating form, diverse character and identity throughout Central City.

WHITEHURSE AERIAL SURVEYS







1. Freeway Building
2. Federal Building
3. Security First National Bank  
Operations Building Addition
4. Wilshire Metropolitan  
Medical Center
5. Republic Savings and Loan Assoc.
6. One Wilshire Building
7. Greyhound Bus Terminal
8. The Music Center
9. Western Federal Building
10. California Mart
11. 321 Building
12. Occidental Center
13. City National Bank  
of Beverly Hills



# THE PLAN AND ITS ELEMENTS



Designed to meet the challenge...

CENTRAL CITY MODEL



The dynamic growth and changing character of Central City give assurance that it will remain and prosper. The challenge it creates, however, comes with the awareness that Central City Los Angeles has all the earmarks of being the essential heart-beat of what is to be the largest, happiest, most dynamic, and most prosperous region of the world.

This plan for Central City and its composite elements are designed to meet this challenge.

## LAND USE DESIGN

The pattern of land use, designed to achieve specific Central City objectives, is a correlated expression of projected future land use requirements, and the best to be derived from what is now and what has gone before.

Compactness of function, an indispensable asset of Central City, can be further enhanced by still greater functional identification of the major land use groupings. Those major Central City activities of regional significance are to be integrated, close at hand, with the related services and facilities necessary and desirable to their effective operation. In this way, interests that belong in Central City will continually and increasingly influence and reinforce each other to their mutual advantage.

CONCENTRATION, in and of itself, does not create congestion. In fact, separating highly inter-related activities within Central City would produce congestion by demanding more travel and greater use of vehicles in an effort to maintain the face-to-face communication so necessary in daily business

decision making. Compactness of function, therefore, is the key to expediting essential business transactions in Central City.

Easy accessibility provides for efficiently getting to Central City, and good internal circulation effectively distributes the people and goods so vital to its life. But ease of access and good internal circulation critically depend upon the convenient location of the points of arrival where the individual, despite his mode of travel, may quickly become a pedestrian.

The sidewalk widening on both Broadway and Seventh Streets supplemented by a network of elevated pedestrianways will preclude the possibility of pedestrian congestion and will assure the safety and ease of pedestrian movement.



This general plan cannot indicate the full land use-mix that exists and will continue to exist among the compatible activities that provide related services and facilities. However, developments in accordance with this plan will complement each other to reinforce the character and vitality of Central City.

**COMMERCIAL CORE 11.3%**

This decision-making area of the Los Angeles region includes headquarters and executive offices; the financial center of the Pacific Southwest, and the largest concentration of department and retail stores.

**COMMERCIAL AND RESIDENTIAL 21.6%**

The service area for people includes special commercial, entertainment, hotels, personal services, and residential uses.

**COMMERCIAL AND INDUSTRIAL 13.4%**

The service area for goods includes heavy commercial, wholesaling and goods-handling activities.

**INDUSTRIAL 16.6%**

This manufacturing and heavy-goods handling area includes light manufacturing, printing, wholesaling and warehousing.

**RESIDENTIAL 25.7%**

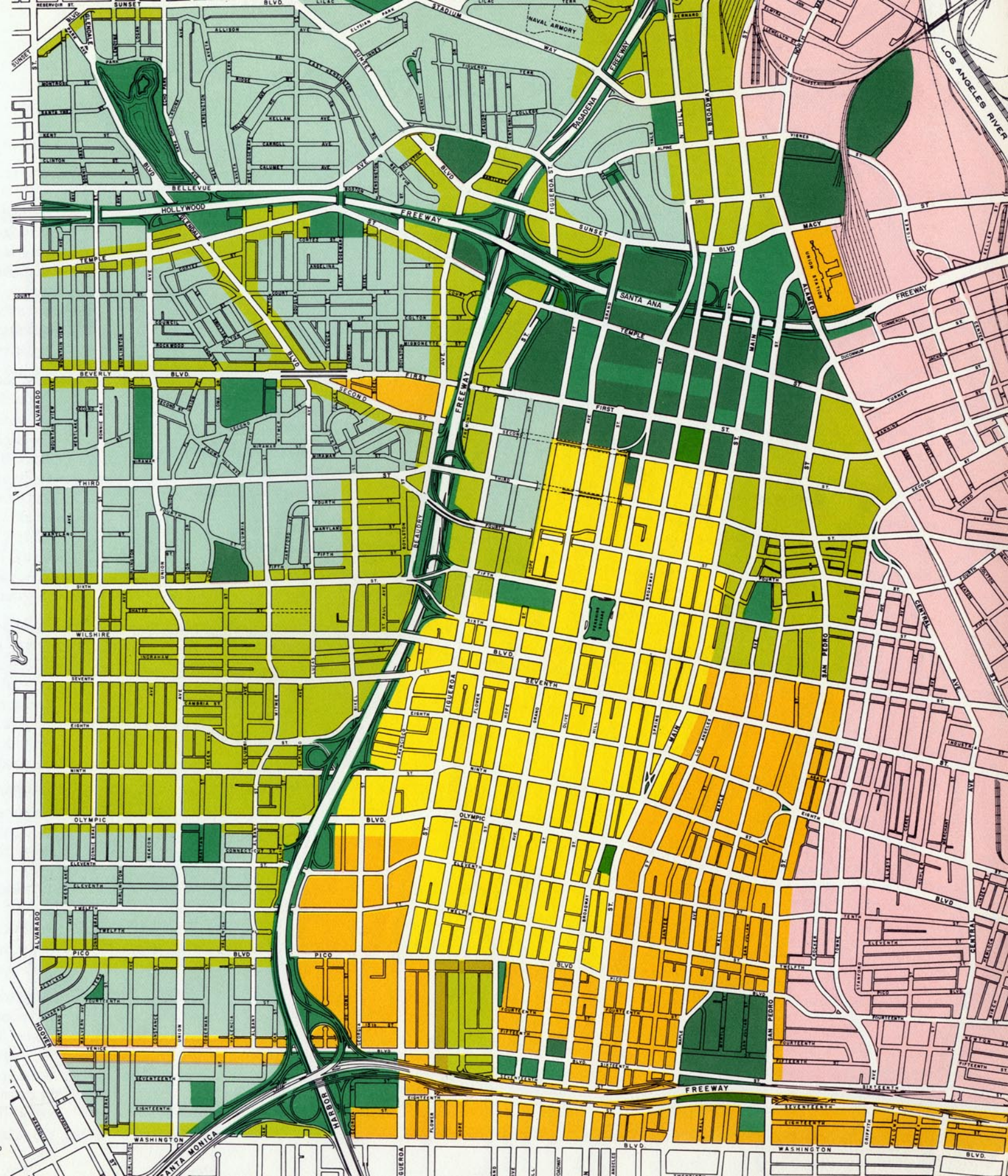
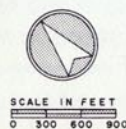
These are the areas for the growth of residential development in Central City.

**GOVERNMENTAL ADMINISTRATION 6.6%**

Includes City, County, State, and Federal administration facilities.

**SCHOOLS AND PARKS 4.8%**

Includes the schools, parks and open space areas in Central City.

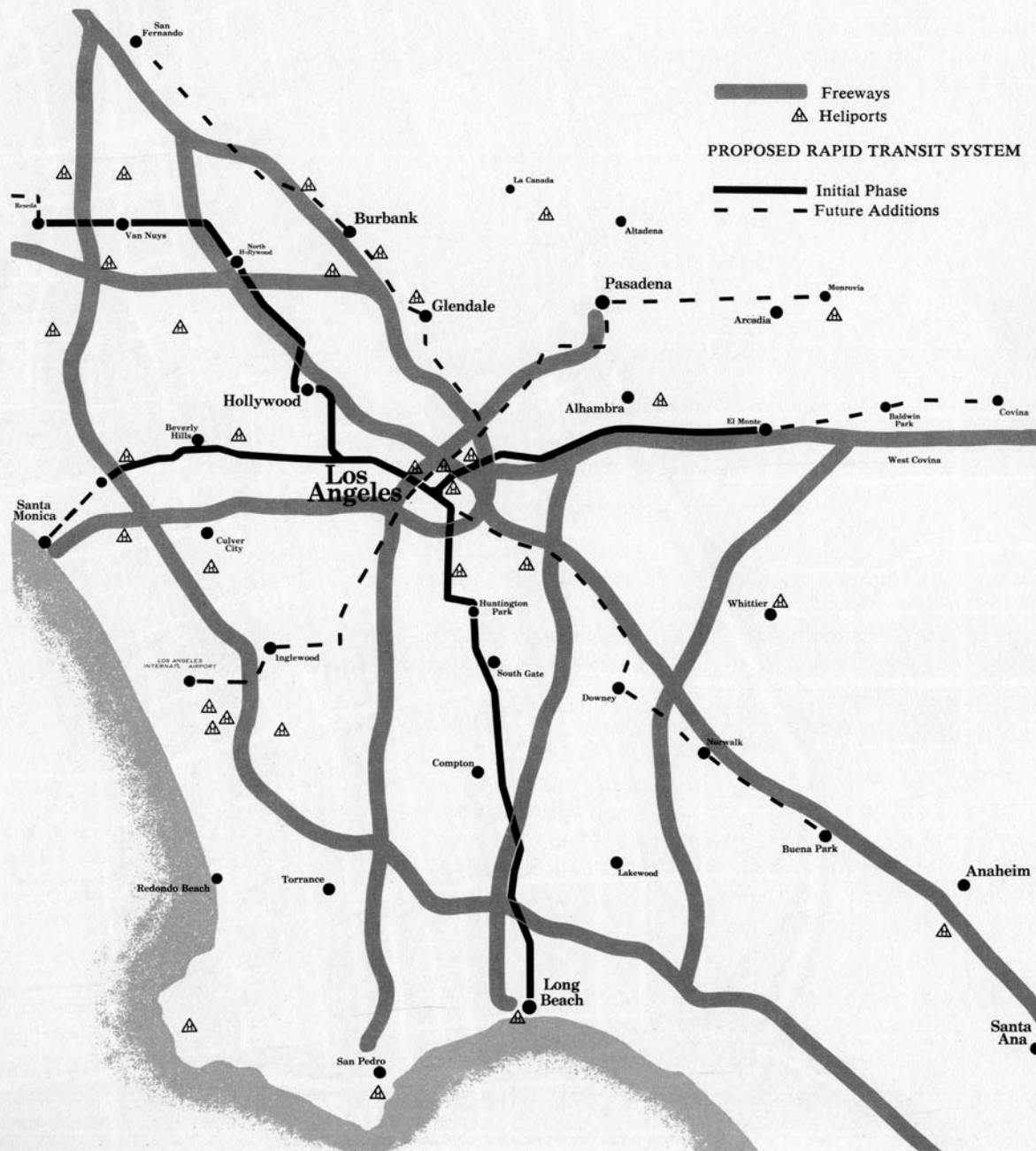




# ACCESS AND CIRCULATION



**The transit network, like the freeways, will strengthen the position of Central City as the hub of the region.**



Topography and other factors of Southern California geography made Central City the natural crossroads of the region. The finest and most comprehensive urban freeway network in the world followed; assuring that Central City would remain a dominant force in Southern California by virtue of its easy accessibility and by preventing this natural crossroads from becoming congested.

The traffic destined for Central City originates almost equally from each of seven large traffic sectors into which the entire Los Angeles Metropolitan Area has been divided. Of the more than 563,000 vehicles which enter Central City on an average weekday, 68 per cent actually pass through on the freeway system and 190,000 have destinations in Central City. Continued growth of the freeway system is more than keeping up with increasing amounts of traffic—even for the two-fold increase projected by 1980. Undoubtedly, the development of a rapid transit system will diminish the number of vehicles to some degree.

The Los Angeles Metropolitan Transit Authority has developed plans for a first phase, 64-mile rapid transit system of four lines extending to Central City from the San Fernando Valley, the San Gabriel Valley, Long Beach and the Harbor area, and along Wilshire Boulevard. The first phase rapid transit lines would be able to handle up to 80,000 persons during peak hours at the nine stations proposed in Central City. Based on the pattern of use in other cities with rapid transit systems, over 120,000 daily commuters could be handled into or out of Central City. Today, buses carry 35,000 people in the peak hour out of the downtown area. The daily commuters carried by the rapid transit system would be diverted from buses and from up to 65,000 private vehicles.

Perhaps the most significant rapid transit development to date is the recent creation of the Southern California Rapid Transit District. The enabling legislation, strongly supported by the entire region, created the new District to replace the present Transit Authority and gave its locally selected governing board important, broader powers. The growing number of heliports and helistops will also provide quick accessibility. These developments furnish attractive, forward looking alternatives to traffic congestion.

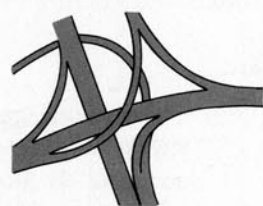
ESSENTIAL to truly integrated transportation facilities is the basic major and local street network. Traffic volume-capacity analyses in Central City indicate substantial reserve capacity in the street network by effecting proper sorting and distribution of trips and eliminating major conflicts. Portions of major streets will be aligned to eliminate abrupt bends or jogs and traffic signals will be improved to provide a more free and rapid movement of traffic. Additional capacity, to be provided by constructing new streets and widening existing facilities, will require expansion from the present 103 lanes of major streets to 141 lanes by 1980.

Within Central City, a major change is the proposal to close part of Broadway and part of Seventh Street to all vehicular traffic except buses. This step will enable the re-routing of buses from some of the adjacent streets, thereby both expediting automobile traffic on those streets and bringing bus passengers closer to their destinations in the downtown core. A linked elevated pedestrianway along with sidewalk widening on both Broadway and Seventh Streets will assure the safety and ease of pedestrian movement.

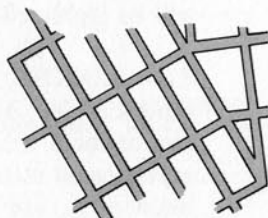




— FREEWAYS    - - - RAPID TRANSIT



FREEWAYS



MAJOR STREETS



SCALE IN FEET  
0 400 800 1200 1600 2000











# POINTS OF ARRIVAL



Attractive and pleasant points of arrival must greet the commuter.

-  Subway stations
-  Principal subway routes
-  Secondary subway routes
-  Elevated pedestrianways
-  Parks and pedestrian malls
-  Parking garages

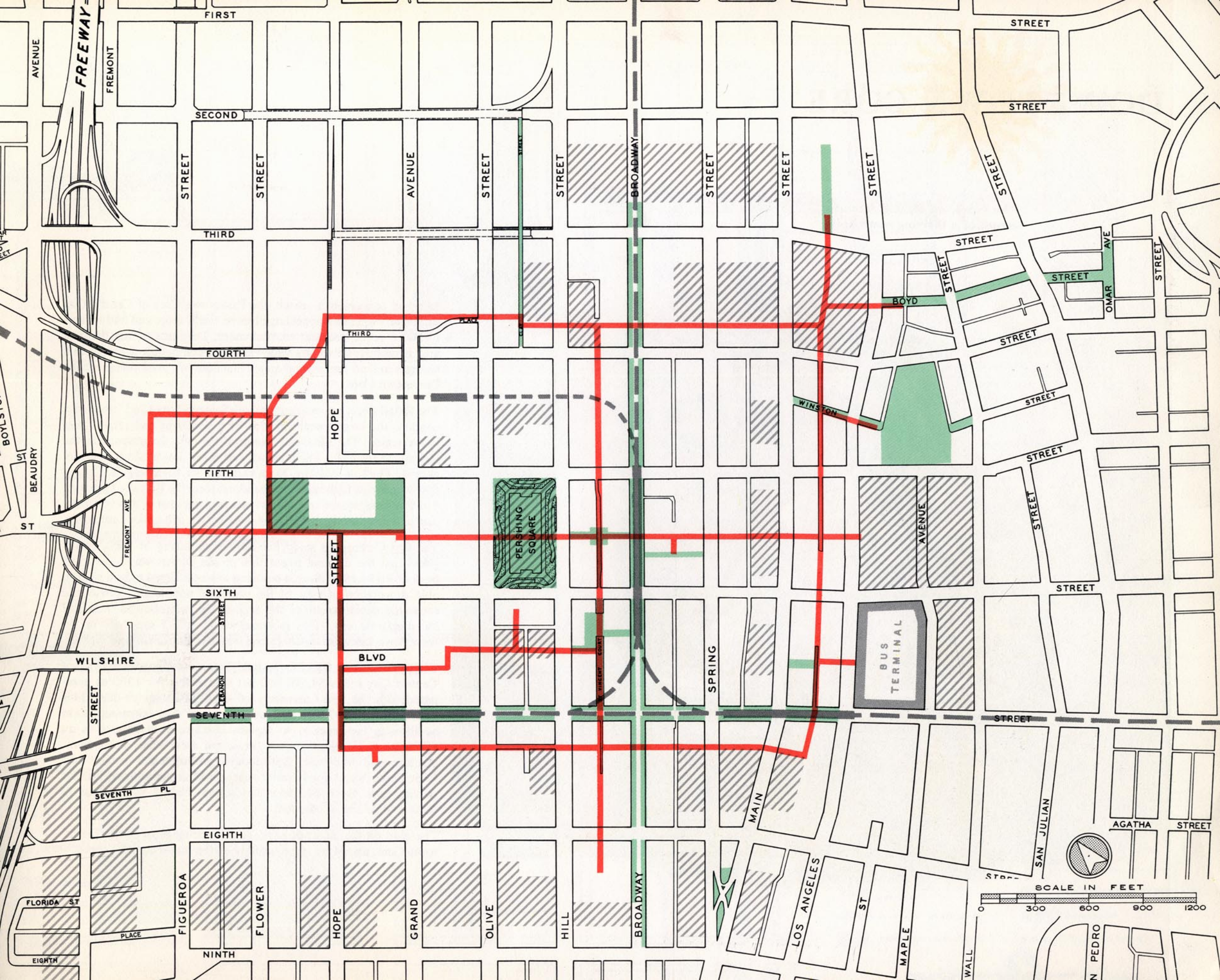
M.T.A.



The unitized transportation network, designed to strengthen the economic environment of the area, connects all modes of transportation so that circulation, or transfer, from one system to another and to reach a wide variety of destination points will be highly efficient, safe and convenient.

THE LINKED FACILITIES of this integrated transportation network . . . parking; regional and metropolitan area bus terminal; local bus stops; rapid transit stations; special pedestrianways, and helistops . . . are related to the land uses of the area and coordinated in a pattern to provide good ingress and egress. Complemented by park, mall and other open spaces the points of arrival are attractive and pleasant.







# DOWNTOWN CORE



**The retail, office, and financial center of a thriving metropolis.**



Safe and convenient to reach, the Downtown Core of Central City will be an even more appealing place to work, shop, and find various forms of relaxation and entertainment. Despite the fact that the area is representative of a wide variety of compatible activities and linkages in land use, several major functions are predominant in the Downtown Core.

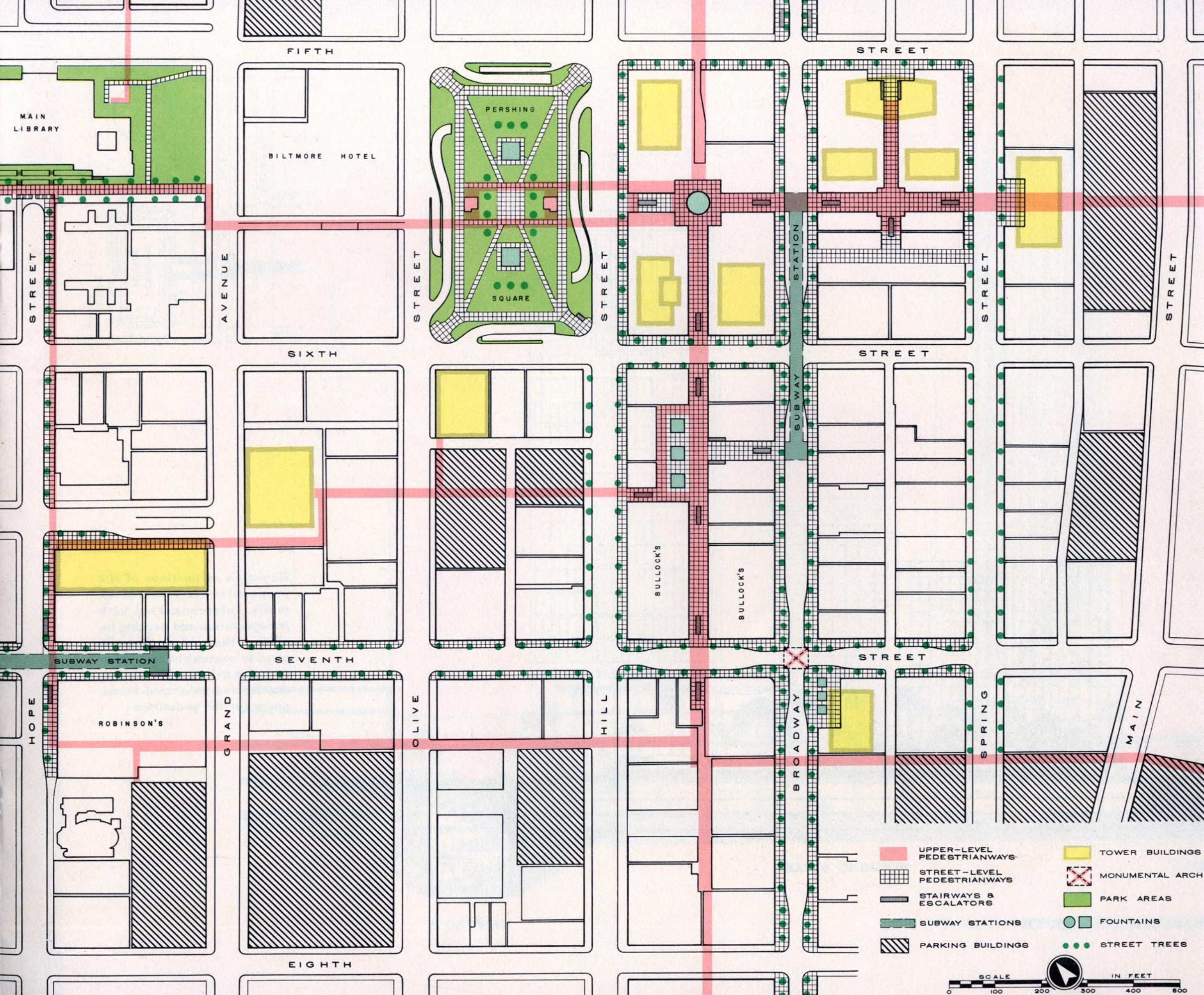
The Retail Core, pre-eminent on both Seventh Street and Broadway, contains the largest concentration of department and retail stores in the region. The Financial Center of the city, the metropolis, the region and the entire Pacific Southwest is the Spring Street financial district. Famous Wilshire Boulevard has its beginning in Central City where new high rise office buildings form the Wilshire Gateway. The Pershing Square area, already undergoing intense new construction and remodeling, holds great promise for still greater eminence.

The first Centropolis study, the Economic Survey of 1960, anticipated that the daytime population of the Downtown Core would be doubled by 1980. Such a doubling was considered to be a reasonable expectation in view of the projected population growth and economic development of the region, the metropolitan area and the corporate city. This increase would reflect increases in the Downtown labor force, shoppers, business personnel and visitors.

**THE OVERALL SPACE TARGET** for the Downtown Core of Central City totals 58,566,000 net square feet for 1980 as compared with the 1960 inventory of 40,429,000 square feet. This increase of 18,137,000 net square feet of new construction, in addition to construction to replace obsolescent structures, is an aggregate of the space targets for: retail uses, office, hotel, manufacture and wholesale, institutional, governmental (other than Civic Center) and quasi-public uses as well as services and interior parking uses. By 1964, there had already been a net increase of some four million square feet.

The plan on the adjacent page, encompassing most of the Downtown Core, shows the relationships of the major activity areas.

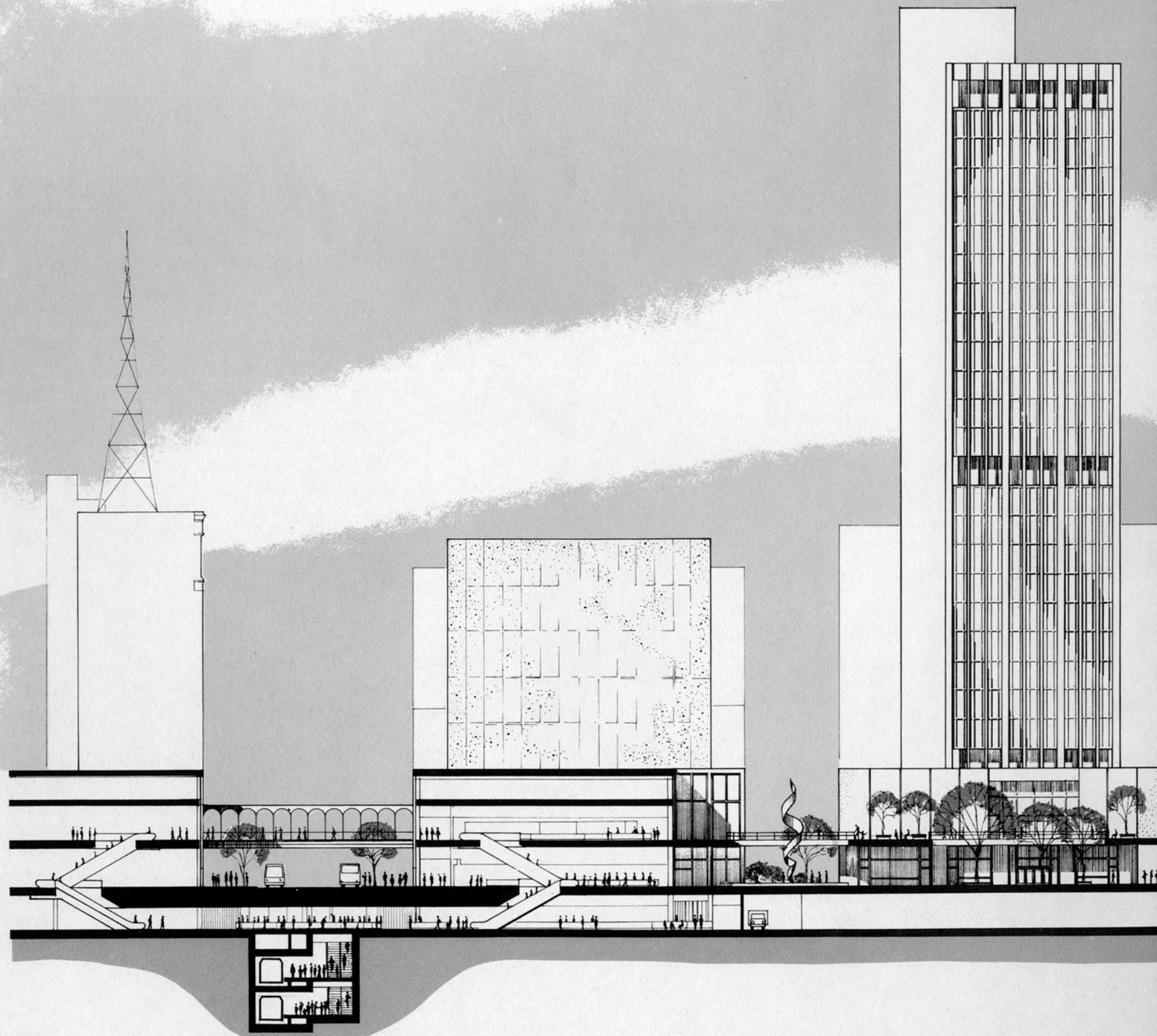








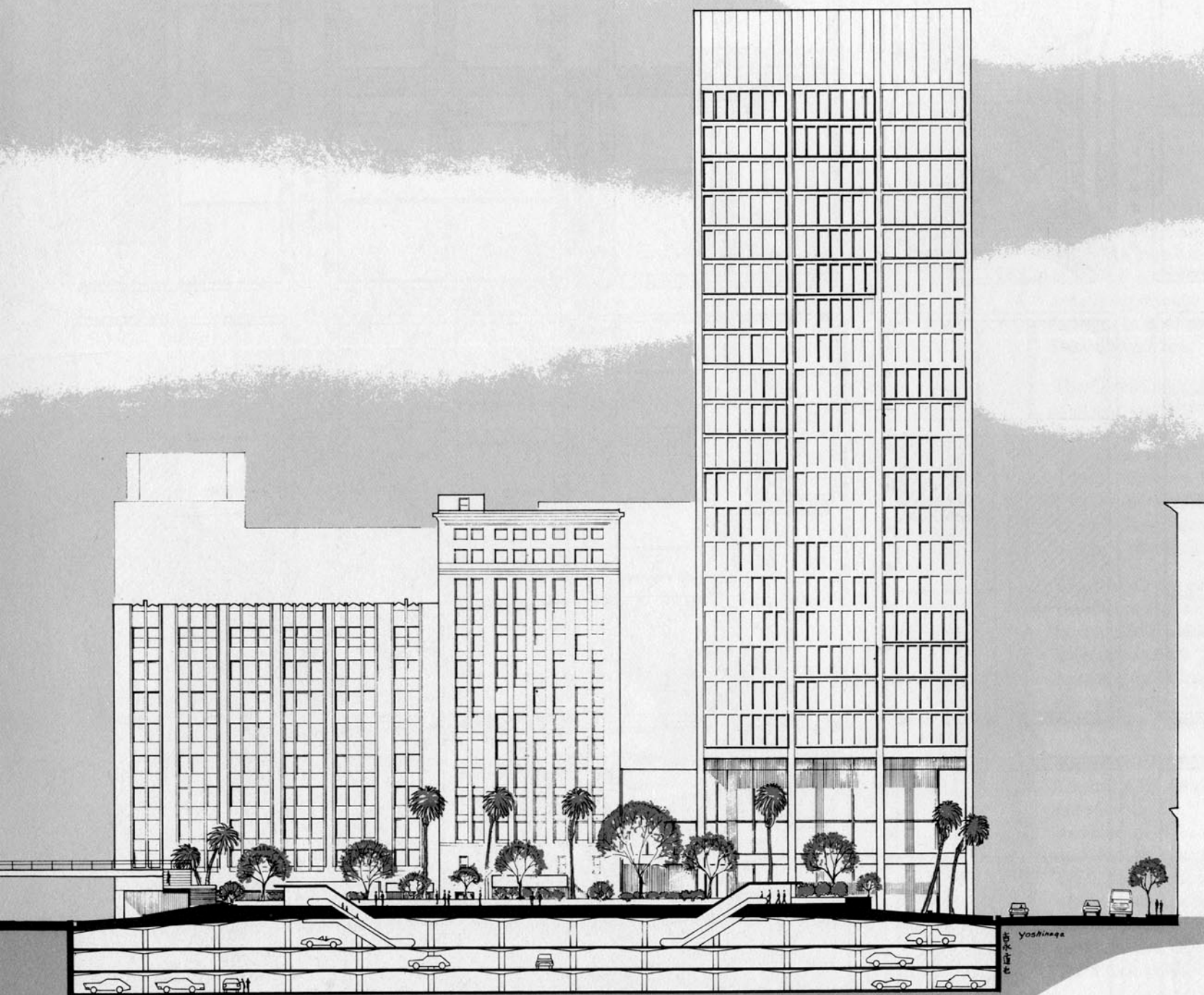




BROADWAY

CROSS-SECTION OF THE E

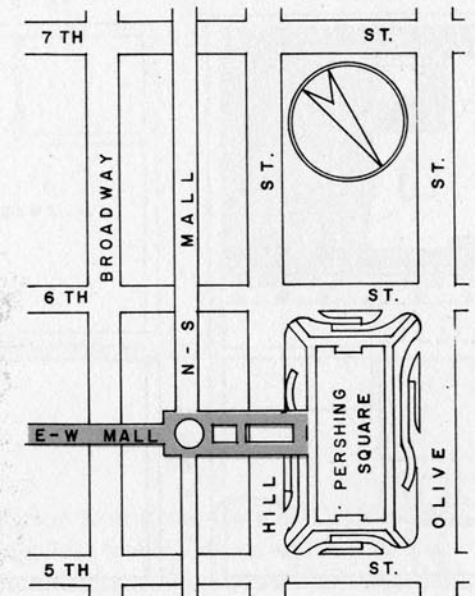




PERSHING SQUARE

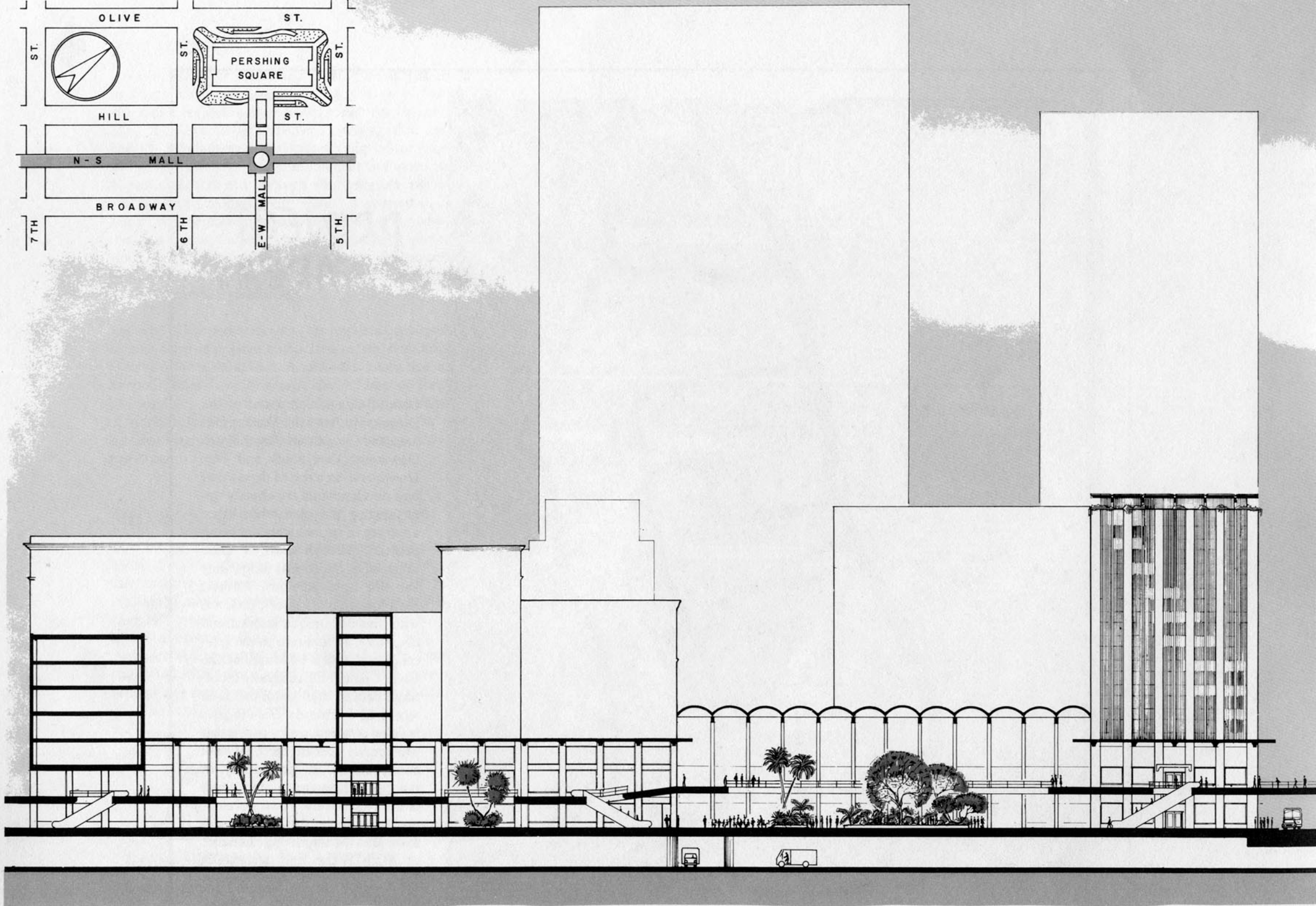
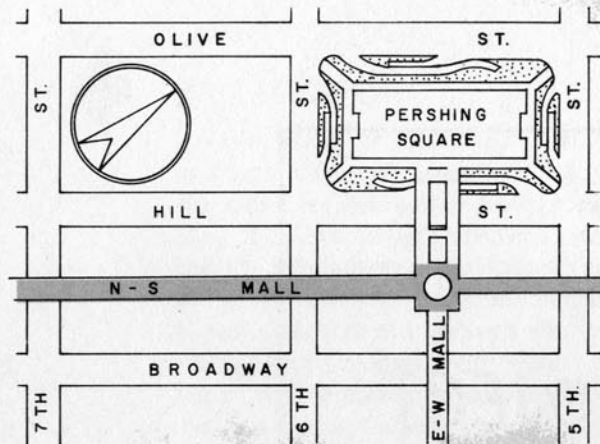
OLIVE ST.

MALL LOOKING SOUTH



Depiction of portions of the proposed two-level mid-block malls. Interconnected with transportation and parking facilities, the mid-block malls provide convenient and faster access as well as a pleasant, attractive and unhurried atmosphere for the pedestrian.

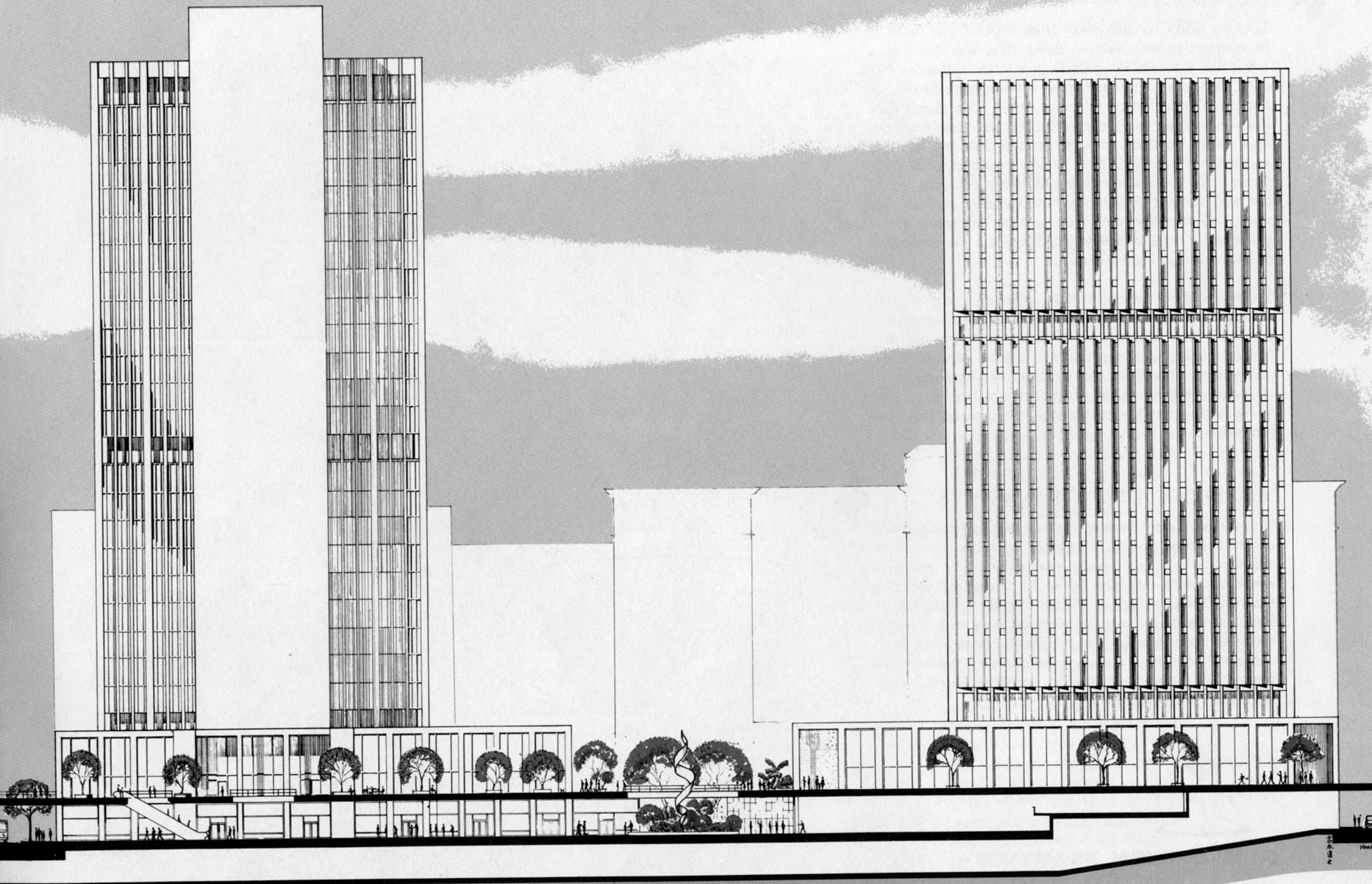




7th ST.

CROSS-SECTION OF THE NORTH





ST.

5th ST.

I-SOUTH MALL LOOKING WEST





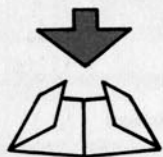
## BROADWAY

Looking north on Broadway from a point just south of its intersection with Seventh Street, this view illustrates a street that is essentially pedestrian with the sidewalks widened, the elevated pedestrianway crossing over Broadway, and the elimination of vehicular traffic other than buses. It also illustrates the uncluttered effect and more attractive appearance obtained through the desirable use of signs and modern canopies. With similar treatment of Seventh Street, both Broadway and Seventh Streets become attractive and pleasant places to be. Rapid transit stations, bus stops, and adequate and convenient parking structures in the heart of the Downtown Core facilitate the movement of both riders and pedestrians.

The role of the pedestrian and the importance of pedestrian activity have long been recognized as key determinants of preferred store locations. A pleasant, attractive and unhurried atmosphere increases the volume of foot traffic and produces strong locations through the encouragement of impulse buying. Such an atmosphere can be created by Broadway and Seventh Streets — designed to favor the pedestrian.

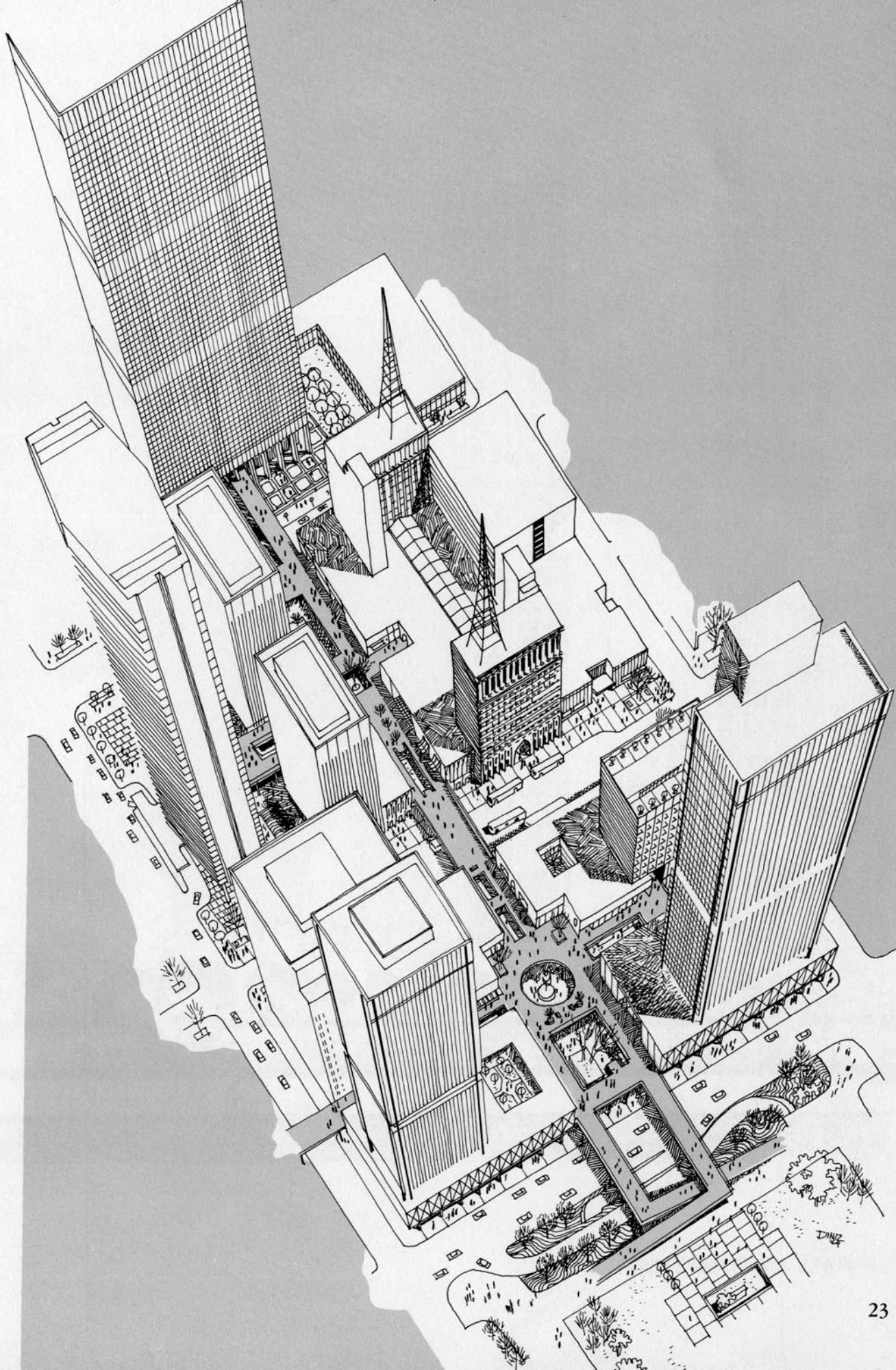
## MID-BLOCK PEDESTRIANWAYS

This birdseye view, looking easterly from a vantage point above Pershing Square, illustrates how development in this area may appear in the near future. The proposed mid-block malls, one from 5th to 7th Streets and the other from Hill Street easterly to Main Street, are actually on two levels, a street level and an elevated level with frequent escalator access points. The mid-block malls, being interconnected with other special pedestrianways, provide convenient and faster access to office buildings, shops, stores, and places of entertainment.



## CROSS-SECTION DRAWINGS

These schematic cross-section drawings, of the two mid-block malls, illustrate the linked facilities of the transportation network in the Pershing Square area as well as the relationship of these facilities to the many new developments recently completed, under or soon ready for construction.







## PROJECT AREAS

Central City is composed of the Downtown Core, the Bunker Hill area, the Civic Center area, North Downtown, East, South, and West Downtown. In some of these areas new developments are already implementing the plan while other areas are in various stages of being planned. Though each of these areas has a functional unity, they are not homogeneous. Rather, each has a diversity of character, with areas of unique interest and discovery. In addition to the governmental office buildings in the Civic Center, for instance, a cultural center, the historical area where El Pueblo de Los Angeles is being restored, and a pedestrian promenade beneath the East Mall contribute novelty and variety. In the North Downtown area, there is the New China Town development; while in the East Downtown area the improving character of Main Street and fascinating Little Tokyo add their notes of excitement.



# EAST DOWNTOWN



The fashion center... an international "merchandise city."



Several interesting developments are taking place in East Downtown. Of prime importance is the growing role of Southern California's fashion industry in the world market—\$500 million annual gross—which brought the California Mart, an international "merchandise city" into being. Among its facilities, it provides for 13 floors with 440,000 square feet of display showroom area. California Mart, a year-round trades center for buying activity, is a buyer's dream. The sprawling fashion industry of Southern California now has central headquarters just minutes away from the Downtown Core retail district and all the major freeway interchanges.

The new Greyhound Terminal will centralize bus facilities in Central City. One level will be devoted to interstate and transcontinental Greyhound operations, whereas another level will house a depot for metropolitan buses that serve the many Southern California communities. This modern bus facility in Central City makes access and transfer both safe and convenient. Main Street is to be improved with modern store fronts and developed into a regional retail area for low-priced merchandise. Additional elements for this and other project areas appear in the section on implementation and priorities.

GORDON SOMMERS



CALIFORNIA MART



# BUNKER HILL

**Renewal of this dominant hill will set the pace for even more rapid revitalization.**



After almost 40 years of repeated private efforts and plans had failed, Urban Renewal is at last breathing spectacular life into the once fashionable downtown area known as Bunker Hill. Though litigation filed after the redevelopment plan was adopted had long hampered its progress, the Bunker Hill Project has now embarked on its final development phase.

This 136-acre project came to life with startling reality in May, 1961 when the Community Redevelopment Agency acquired the first parcel of land, and has continued to thrive with the acquisition of an additional 230 properties (almost 80% of the land to be acquired) and the demolition of some 260 of the 396 sub-standard buildings.

The project gained new momentum in February, 1964 when the Supreme Court of the State of California ruled in favor of the City's Redevelopment Agency, thus opening the door for commencement of the Project's disposition phase. One month later, the Connecticut General Life Insurance Company submitted a tentative proposal which became both more ambitious and completely firm on June 30, 1964.

To be known as Bunker Hill Square, the proposed Insurance Company office tower at 5th and Figueroa Streets is scheduled for completion in late 1966. It will be the tallest building in Southern California—40 stories high, 530 feet above street level—having more than 550,000 square feet of rentable space with multilevel underground parking provided for 1,000 cars. The tower, rising out of a plaza that will terminate a three-block interconnecting pedestrian concourse some 20 feet above Figueroa Street, will overlook the large square to be built on the block to the east of the site, and will constitute a prominent landmark along the downtown freeway system.

Development proposals are now being solicited for Bunker Hill's first residential site directly across from the new Water and Power office building and the distinctive new Music Center for the Performing Arts. This residential site, adjacent to the cultural center, will contain up to 1,400 units in a complex of apartment towers ranging from 10 to 32 stories. Several local, regional and out-of-state developers have expressed a desire to develop the site, possibly commencing construction early in 1965.

Objectives for a motel, a hotel, and additional residential developments in the area west of Hope Street, currently under study by Agency staff designers, are planned for construction starting in 1965. A major commercial complex is planned for development, over the next five years, from Hope Street east to Hill Street.

Open spaces, beautiful settings for architecturally significant buildings, works of fine art, leisure areas and facilities, and a sweeping new skyline—these are the keynotes of Bunker Hill—conceived and built for the people who will live and work there. As Bunker Hill develops, Central City will become the living "image" of Los Angeles. Its interconnecting traffic, pedestrian and rapid transit systems will set the pace for cities throughout the world.

Southern California, with one of the highest standards of living in the world, offers an almost unlimited potential to the businessman, the corporation, the urban dweller. Bunker Hill at the heart of Los Angeles is the key to the door to the Twenty-First Century.



H. B. CROSS



BUNKER HILL SQUARE

BUNKER HILL AREA





# CIVIC CENTER



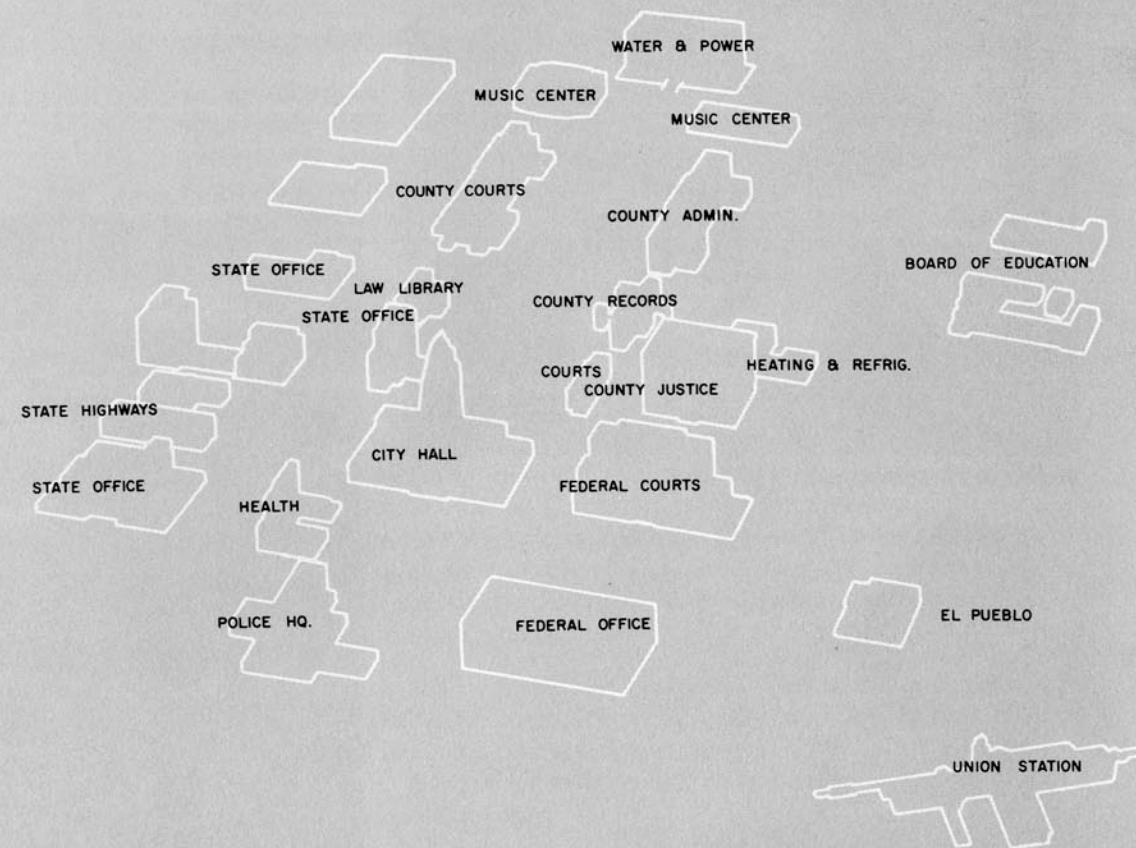
Function . . . form . . . beauty . . . culture.

The Civic and Cultural Center of Los Angeles, at the hub of a vast freeway network, is symbolic of a dynamically growing Central City and region. The Civic Center is already seventy per cent complete.

More than one-half of its buildings have been constructed since 1952 and it is expected that continued growth in the City and region will require a like expansion of the Civic Center during the next fifteen years. By 1980, it is projected, there will be 58,000 daily visitors to the city, county, state and federal office buildings and 38,000 employees.

Nearing completion are a Federal Office Building, the Water and Power Office Building, and the County West Mall. The fourteen-acre County West Mall, together with the seven acre City East Mall, will form a beautifully landscaped interconnected expanse with spacious underground parking facilities.

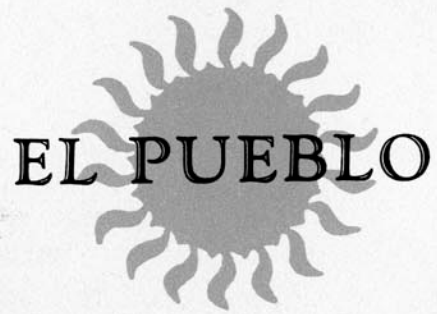
The Music Center for the Performing Arts, a living memorial to peace, is also nearing completion. It contains a Memorial Pavilion for opera and symphony; a Forum for intimate drama, recitals, chamber music, educational, civic and cultural meetings, and a Center Theater for legitimate drama. This cultural and aesthetic complex adds strength and vitality to the entire Central City area.











The cultural heritage of Los Angeles.

The world of sombreros, wishing wells, siestas, colorful dancing señoritas, mariáchis, fiestas... the Pueblo life, part of the cultural heritage of Central City Los Angeles, remains a part of Central City's vibrant future.

Even now, Olvera Street with its strong reminder of Spanish, Mexican and Indian background beckons the passer-by or visitor to enjoy unhurried meals on the veranda of a small cafe... there to absorb the relaxing Latin atmosphere. The restoration of Olvera Street began in 1926.

Olvera Street, the oldest street in Los Angeles, thrives with sidewalk stalls and shops selling curios and Mexican craft goods... the restaurants, early Pueblo homes, and the Latin American Trade Mart add color and flavor to this quaint, red-tiled, traditional pedestrian byway. This Pueblo atmosphere will soon encompass the entire adjacent area now being restored—the Pueblo de Los Angeles State Historical Monument.

The Plaza with its kiosk, the important focus of Pueblo life, is at the southerly terminus of Olvera Street. On the south side of the Plaza are the Old Fire House, Merced Theater, Masonic Temple, Pico House and other 19th Century structures. All are being reconstructed. The Pico House, restored to its 1860 "elegance" as the foremost hotel of the region, will commemorate its historic role in launching the transformation of a frontier town to a great City. Re-creating the pedestrian environment by closure of through streets will complete the Pueblo.









# LITTLE TOKYO



TOYO MIYATAKE

## **The orient transplanted in Southern California.**

A concerted private program for area-wide redevelopment of Little Tokyo is now in progress. Although redevelopment is proceeding by individual initiative, coordination by the Little Tokyo Redevelopment Association will assure cohesive and unified development. It is anticipated that a community supported investment corporation will soon be organized to assemble small land holdings uneconomic to redevelop on an individual basis.

As an early Japanese settlement, Little Tokyo was primarily residential in character. By 1930 it had grown to its present size and had become a strong commercial and cultural center as well. When more and more of its inhabitants prospered and moved to other sections of the city and to other cities of the metropolitan area, it became evident that the essential future role of Little Tokyo would be as a regional center for the more than 91,000 Japanese Americans living in Southern California. Little Tokyo, adjacent to the Los Angeles Civic Center, is potentially an exciting tourist attraction.

A community center, a 20-story office building, a 250-room hotel, a high quality department store, and a pedestrian shoppers mall are only part of what is now being planned for Little Tokyo. The "General Plan for Little Tokyo," recently prepared by the Little Tokyo Redevelopment Association in cooperation with the Los Angeles City Planning Department, is designed to facilitate redevelopment of this unique community.







# SOUTH DOWNTOWN



**A strategic location with propitious signs of tremendous growth.**

Developments in South Downtown, its already strategic location greatly enhanced by the new interchange of two major freeways, demonstrate Central City's viability.

Seven years of research convinced the Occidental Life Insurance Company of California that the realities of transportation, ready labor force, and the many other factors probed in economic feasibility studies were present in Central City as nowhere else. Occidental Center, on 12th Street at Hill and Olive, is rapidly taking shape and is scheduled for completion early in 1965. It will consist of two 11-story buildings, a parking structure with a capacity of more than 500 automobiles, and a dominating 32-story Occidental Tower having 415,000 square feet of floor area.

A \$3 million, nine-story new wing is contributing to California Hospital's prestige as a major medical center with the best of facilities — 400 beds, seven surgeries, additional intensive care units and a cancer research laboratory of the Southern California Cancer Center with facilities for electron microscopy, time-lapse cinematography and extensive tissue culture.

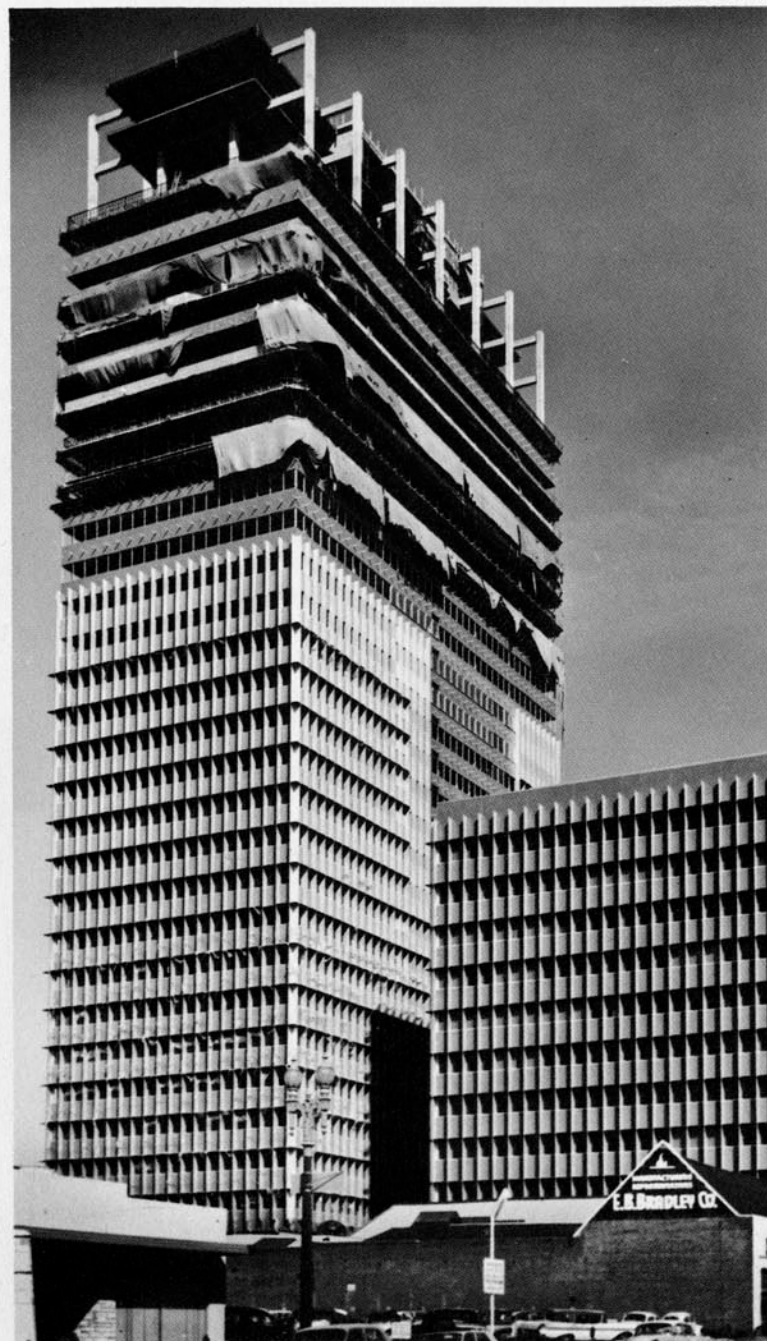
A site in South Downtown has been endorsed for a Los Angeles Convention Center by the Central City Committee and other business groups as well as the City Planning Department. This site was one of two recommended by an Architects' Advisory Committee, made up of three nationally prominent architectural and engineering firms, after careful site location analyses of nine potential sites.

WHITEHURSE AERIAL SURVEYS





EDDIE HOFF



OCCIDENTAL CENTER



CALIFORNIA HOSPITAL

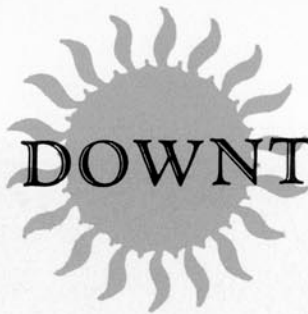
BOB GORSH



Looking westerly from Occidental Center



# WEST DOWNTOWN



**Its office and residential development adds further strength to the economic vitality of Central City.**

Large scale headquarters offices, the many new office buildings and new residential developments are changing the face of West Downtown.

Just westerly of the Harbor Freeway are the Union Oil Center and the Signal Oil and Gas Co. office building. One block west is the Wilshire Metropolitan Medical Center now under construction with occupancy scheduled for February 1965. These, and other large and small office complexes are beginning to dominate the major streets of West Downtown. Matching these developments are the many new apartment buildings being constructed on the adjacent streets.

These new residential dwelling units are literally only seconds away from work places in West Downtown or minutes from anywhere in Central City. West Downtown accounts for three-fifths of the housing units now in Central City. New residential development is now taking place more rapidly in West Downtown than in other areas of Central City and it is expected that most future housing construction, not including Bunker Hill developments, will occur there.

A preliminary housing market analysis by the Research Section of the City Planning Department projects a total rental housing demand in Central City for the year 1980 at from 70,000 to 90,000 units. This study also summarizes the estimated future demand both by size of dwelling units and by rental ranges and will be published in the near future.

Studies and planning for the proposed Temple Redevelopment Project were curtailed in December 1963 when the City Council estimated that there was sufficient private interest for the successful private redevelopment of the area.

MERGE STUDIOS



UNION OIL CENTER

VIC STEIN



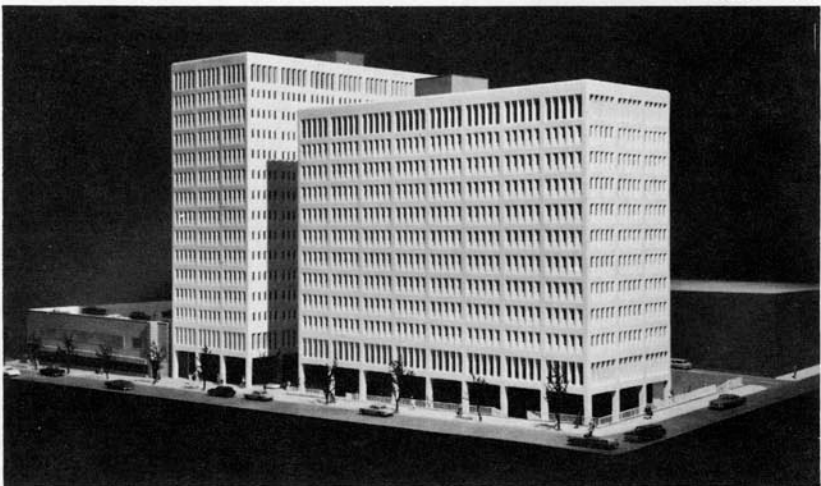
SIGNAL OIL AND GAS COMPANY



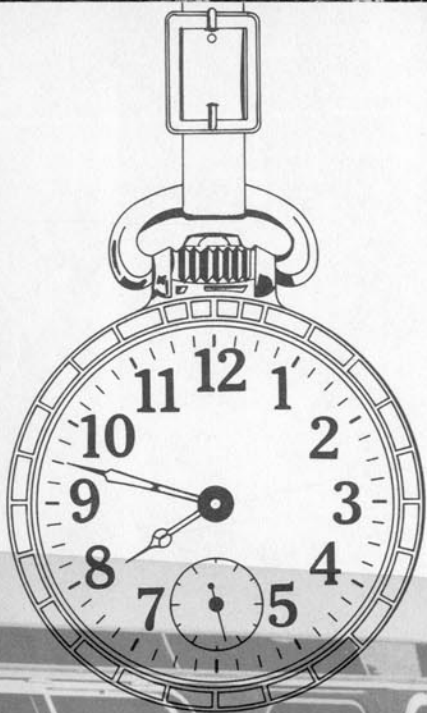




Part of West Downtown



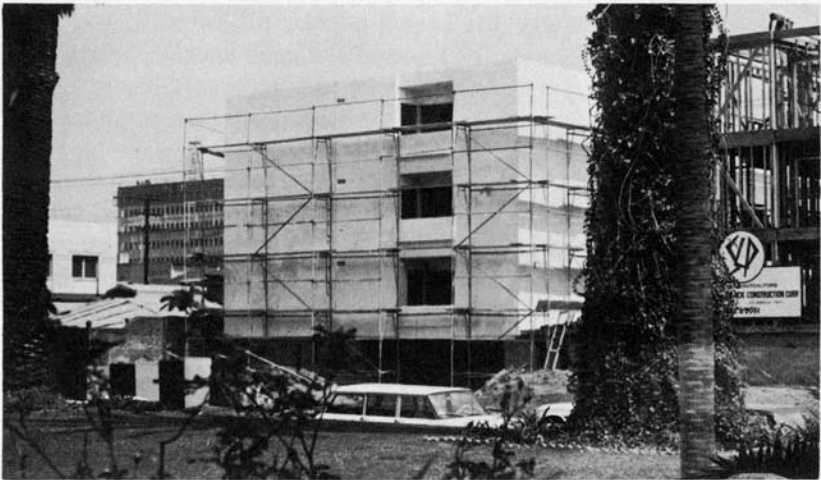
WILSHIRE METROPOLITAN MEDICAL CENTER



M.T.A.



New Apartment Buildings

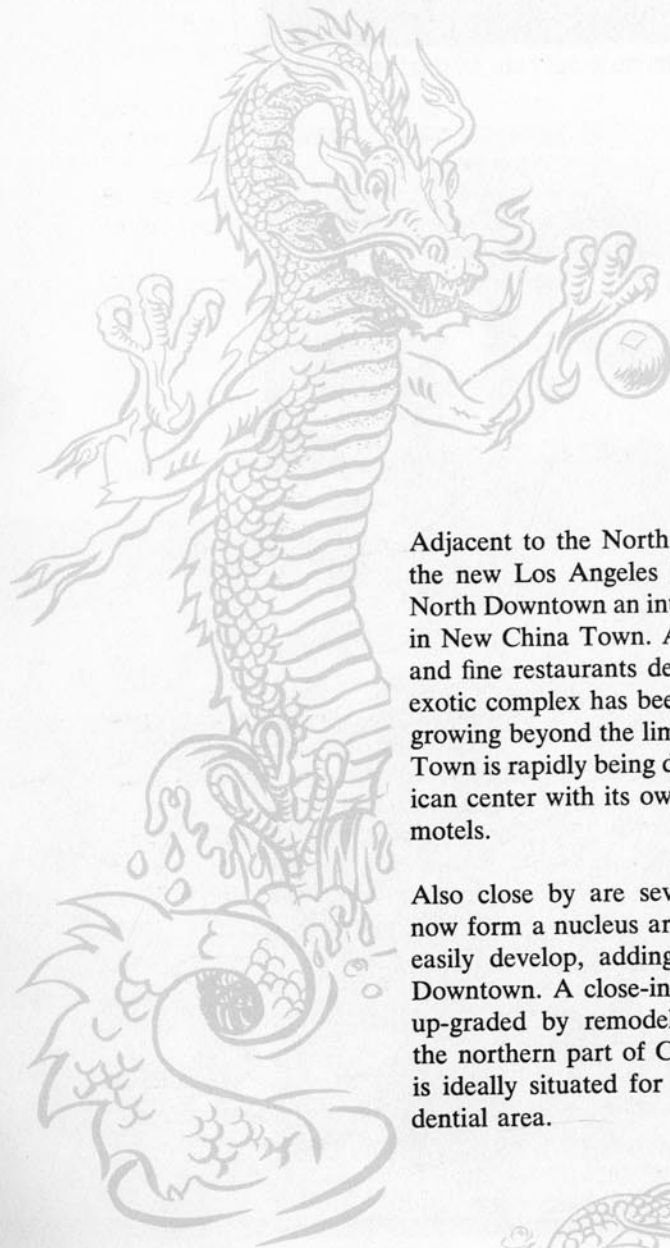




# NORTH DOWNTOWN



A popular tourist attraction . . . plus.



Adjacent to the North Downtown area of Central City is the new Los Angeles Dodgers Stadium. Not far away in North Downtown an interesting development is taking place in New China Town. An enclave replete with small shops and fine restaurants designed in classic Chinese style, this exotic complex has been a popular tourist attraction. Now growing beyond the limits of the small enclave, New China Town is rapidly being developed into a total Chinese American center with its own theatres, new office buildings and motels.

Also close by are several fine Italian restaurants which now form a nucleus around which a "Latin Quarter" may easily develop, adding still another dimension to North Downtown. A close-in neighborhood, Alpine Hill is to be up-graded by remodeling and replacement. Overlooking the northern part of Central City and the Civic Center, it is ideally situated for renewal as a moderate-priced residential area.







# IMPLEMENTATION PRIORITIES

After the plans . . . action.

There are about 30 potential project areas that could become important components of a revitalized Central City. Ten of these stand out in terms of maximum beneficial effect their achievement will have on the balance of the City.

The Central City Committee and the Downtown Business Men's Association have worked together very closely to bring about the re-birth of Central City. Implementation of the Master Plan for the ten priority areas will be spearheaded by the Downtown Development Committee of the Downtown Business Men's Association working with the Central City Committee, other interested organizations and governmental agencies.

To initiate and expedite implementation in these areas, the Downtown Development Committee has established the following subcommittees, identified with a specific project area, to work with property owners, program concrete measures and assure cohesive development.

## RETAIL CORE

First efforts to upgrade the retail area will be concerned with Broadway between 5th and 7th, and Seventh Street from Broadway to Figueroa. Plans call for improved street lighting, increased tree plantings, corner kiosks, mid-block malls, elevated pedestrianways, sidewalk widening and other improvements and beautifications to make this area one of the most beautiful shopping centers of the entire city.

## LITTLE TOKYO

The committee will make every effort to encourage and assist the Little Tokyo Redevelopment Association in the development of this important area.

## PLAZA

The completion of El Pueblo de Los Angeles, in-

cluding Olvera Street, has been a longtime goal of DBMA. This subcommittee will continue its working relationship with the committees and agencies involved in the restoration. Priority will be given to completion of Pico House and the organization of Los Amigos de Los Angeles to assist the programming and utilization of restored properties.

## PERSHING SQUARE AREA

While a separate DBMA committee has been concerned with the redesign of the park itself; this new subcommittee will work to expedite building and redevelopment of the area surrounding the park.

## FINANCIAL DISTRICT

Continuation of the improvement program, which has characterized the Spring Street financial district in recent years, requires coordination of the parking and access needs of the area.

## WILSHIRE GATEWAY

Construction of the Number One Wilshire Office Building, where Wilshire Boulevard begins, will anchor the dramatic treatment this famous Boulevard deserves. The planning and coordination of the remaining setting is of paramount importance.

## SOUTH BUNKER HILL

This project area is generally bounded by 4th Street on the North, Grand Avenue on the East, 6th Street on the South, and the Harbor Freeway on the West. Tremendous impetus to redevelopment of the entire area will be provided by the \$30 million Bunker Hill Square development to be constructed by Connecticut General Life Insurance Company starting in the fall of 1964.

## EAST DOWNTOWN

This project area probably has the greatest variety of elements, such as:

- The new Greyhound Bus Terminal.
- A low-cost merchandise shopping area along

the east side of Main Street, between 4th and 7th.

- A commercial-light industrial area along Los Angeles Street between 3rd Street and 7th with barber colleges, pawn shops and low cost restaurants.
- A large parking structure north of the new bus terminal with a "midway" type recreational area on the roof.
- A new park north of said parking structure to take over many of the existing functions of Pershing Square.
- A Social Service Center in the vicinity of 5th and San Pedro Streets to coordinate scattered existing social service agencies.

## SOUTHEAST DOWNTOWN INDUSTRIAL AREA

Continued work with property owners developing four main elements:

- Textile-Apparel Center
- Wholesale Flowers-Ceramics Center
- Printing Center
- Board of Education Service Center

## SOUTH DOWNTOWN

In addition to Occidental Center and California Hospital's expansion, this area has the potential to develop into a trade-technical educational complex coordinated with an adjoining employment center. This latter combination could well become a model for the state and nation. The committee will work diligently to establish a Convention Center on the recommended site in South Downtown.

As other Central City project areas increase in importance, new subcommittees will be established and charged with the responsibility of working with all interested property owners and organizations in bringing the project to speedy fruition. One of the Central City top priority improvements is the widening and alignment of Olympic Boulevard.



It is impossible to list all the people who have given time and work through the years leading to the final preparation of this Centropolis Report. However, a few key individuals, business firms and governmental agencies should be thanked for their contributions:

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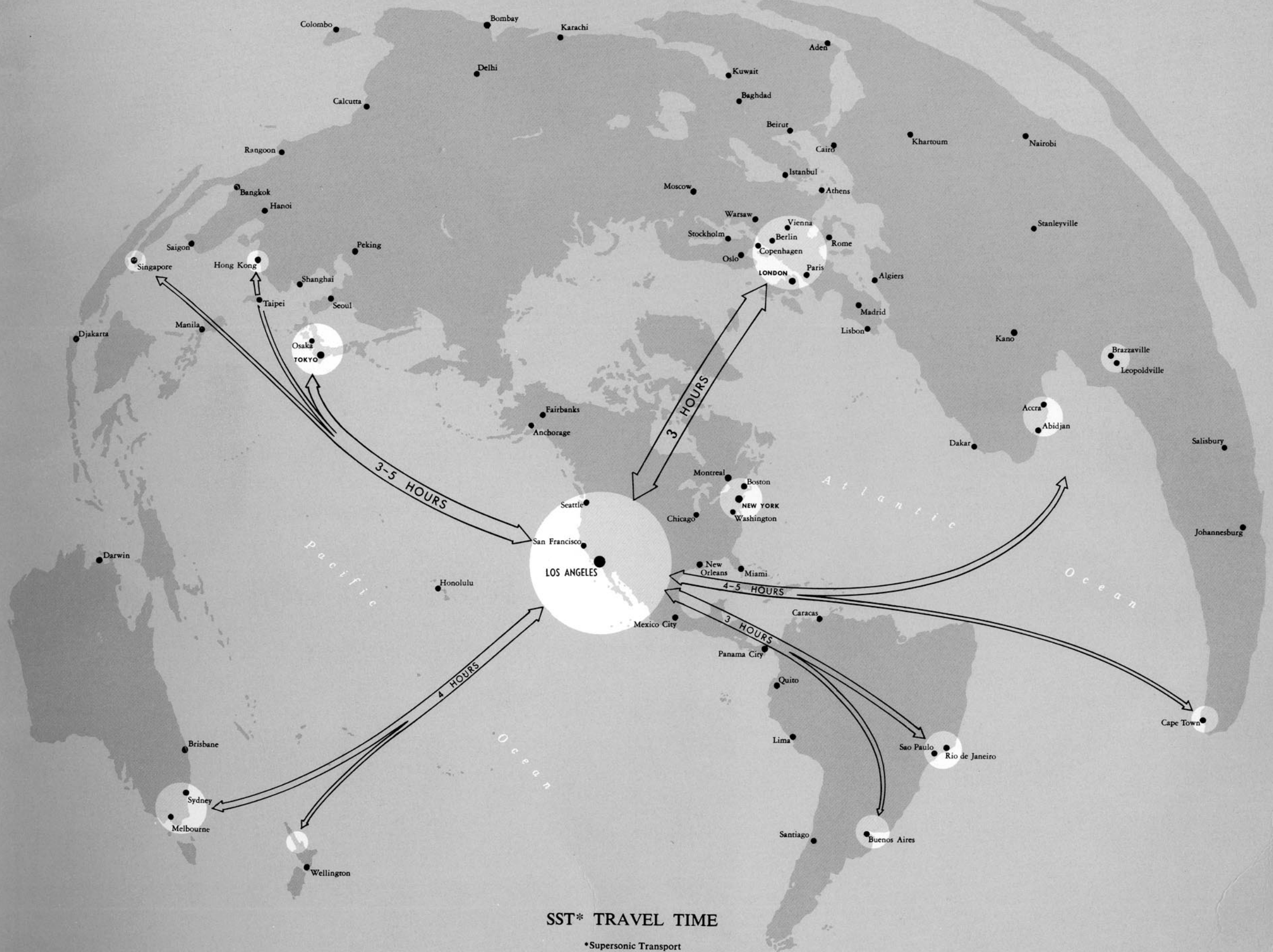
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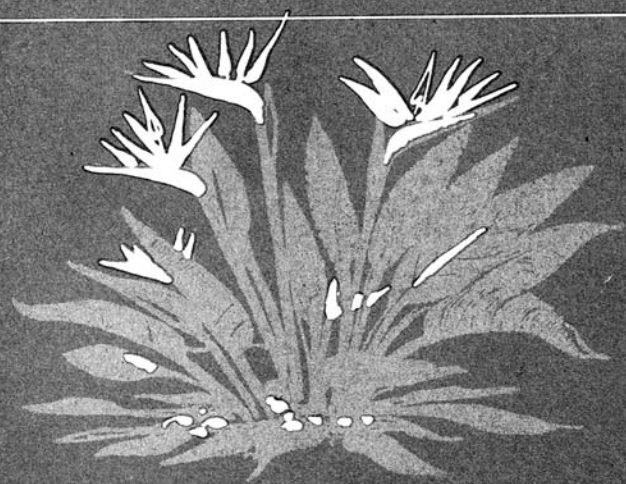
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# LOS ANGELES